



BIZIMANA DERRICK
CREATIVE COMMUNICATIONS
PORTFOLIO

As of: **02 . 10 . 2023**

Bizimana Derrick



Bizimana Derrick | 31yrs
 D.O.B: 2nd August, 1992
 Communications & Creative
 dereq@bima.group
 LinkedIn: <https://bit.ly/3GOjGzn>
 Tel: +49 176 25348457

I am a passionate multi-skilled Communications and creative expert with a mature and creative approach to visual communications, concept development, story telling and digital content development, known for my creative mind, strong communication skills and reliability from concepting till execution.

Extra Skills

Microsoft word, Powerpoint, Excel
 Computer Repair
 Research
 Concept Development

Education:

Diploma in Media Design & Visual Communication

Artfield Institute of Design

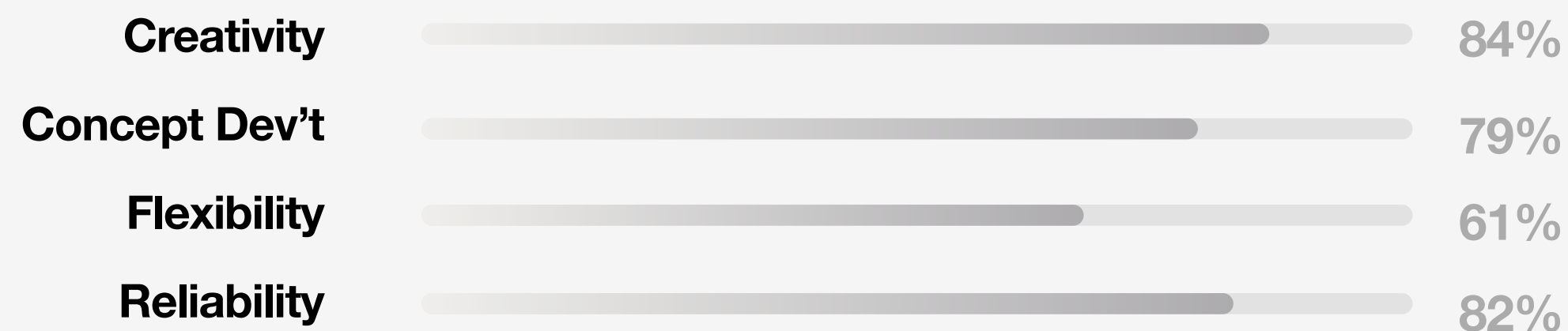
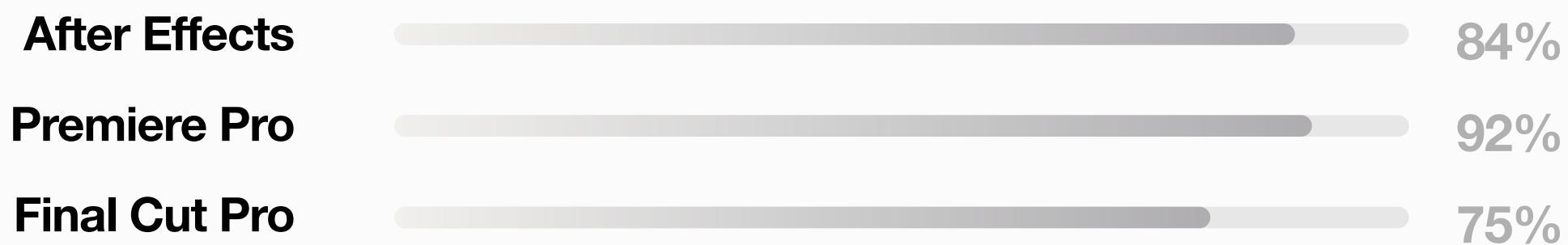
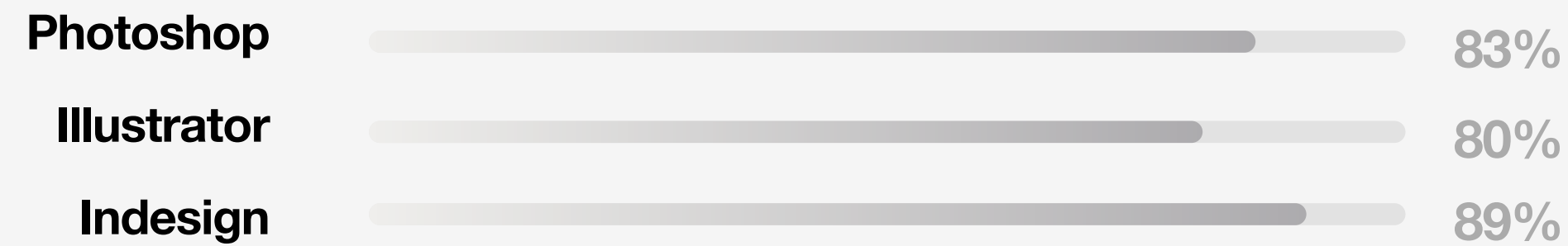
Certificate in Computer Repair and Maintenance

Cisco

Background:

BrainChild/Burson Marsteller - Digital Executive | 2014
 Fireworks Advertising- Creative Graphic Designer | 2014
 Hearts and Hands for humanity- Videographer | 2017
 NBS Television - Brand Designer | 2017 - 2020
 The World Bank - Creative Consultant | 2021 - 2021
 MAAIF - Communications Consultant | 2018 - 2022
 ASIGMA - Communications Consultant | 2021 - 2022
 Bima Group - Creative Lead - 2020 Till Date

Technical Skill and abilities:



Reference:

Danze Edwin
 Chief Marketing Officer, Next Media Services
 0 750 030 680
 deejahn@gmail.com | edanze@nextmedia.co.ug

Tito Winyi
 Senior Content Specialist - NSSF
 0706 554 505
 titowinyi7@gmail.com

Collins Apuoyo
 Chief of Party
 USAID / FtF iAM / DAI
 0 751 820 845

Louisa Akiror
 Strategy & Partnerships Manager - ASIGMA
 +256 754 200 611
 lakiror@gmail.com



My works

Creative Design

Digital Communication

Photography

Videography



Seeds of Prosperity

“**Seeds of Prosperity**” is a compelling documentary that tells the transformative story of how agro supply is revolutionizing farming in Northern Uganda. It highlights Agro Supply’s vital role in providing quality seeds and knowledge to local farmers, leading to increased yields, improved food security, and enhanced livelihoods.

“**Seeds of Prosperity**” follows the inspiring journey of a resilient farmer whose life has been profoundly changed by access to these resources, showcasing its contribution to sustainable agriculture, economic development, and community empowerment in Northern Uganda.

In partnership with:

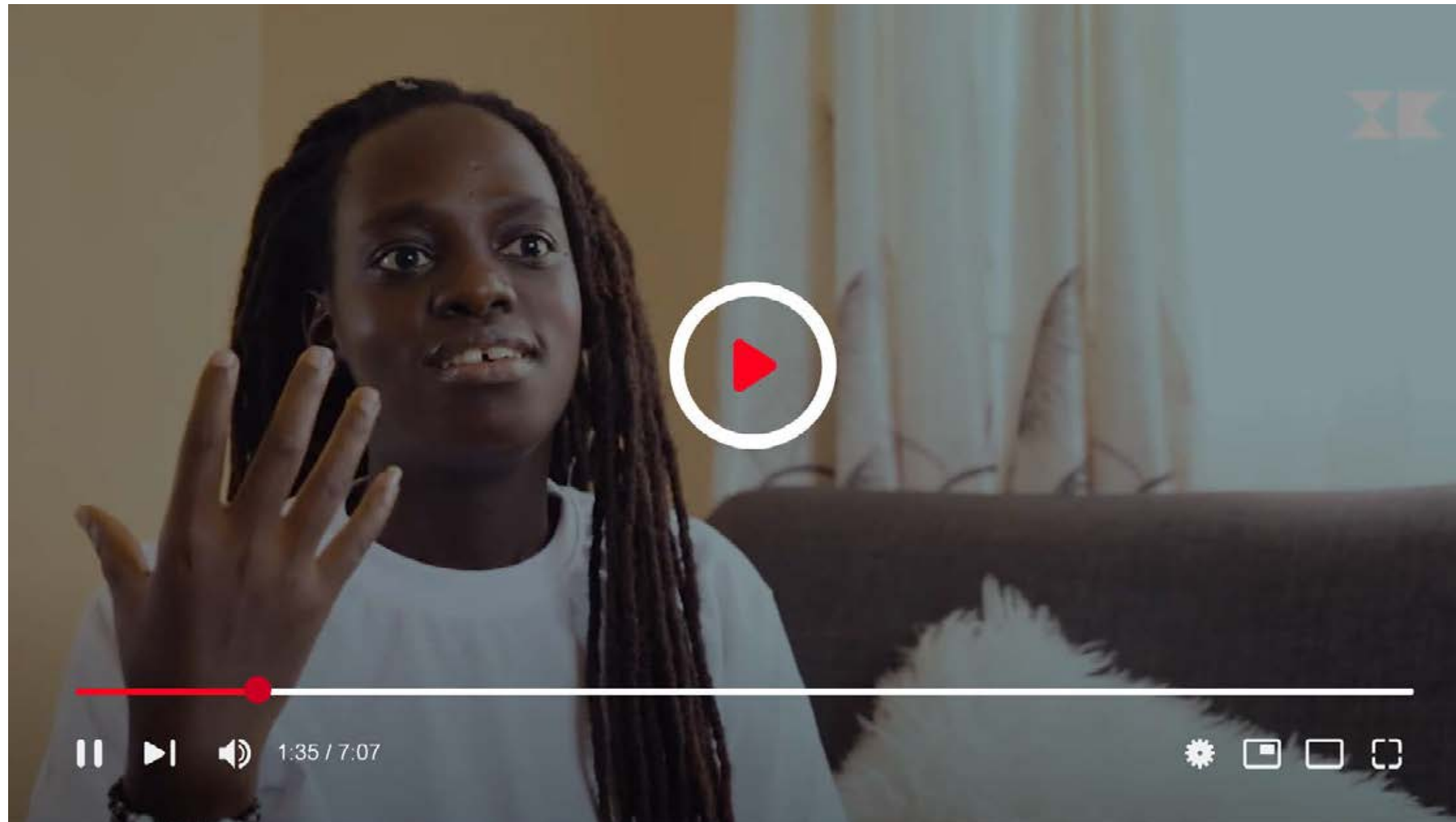


Client:  **USAID**
FROM THE AMERICAN PEOPLE



Video link:
<https://bit.ly/3F7oqS4>

Redefining Life with HIV and Fashion:



A day in the life of Christina Lunkuse as an Investment Manager:



An inspiring narrative that traces the remarkable life of Hajarrah from her early childhood. Born with HIV, Hajarrah faced adversity from a young age, as she was abandoned by her parents. However, her story is one of resilience and determination. , Hajarrah learned to navigate life with HIV. Today, she has carved a niche for herself in the world of fashion.

Video link:
<https://bit.ly/46dGOom>

As the creative force behind “Jarah Fashions,” she designs and produces stunning CRAFTS. Beyond fashion, Hajarrah is a dedicated advocate for HIV awareness, mental health, and the power of self-disclosure. Her story is a testament to the strength of the human spirit and the transformative power of resilience and self-expression.

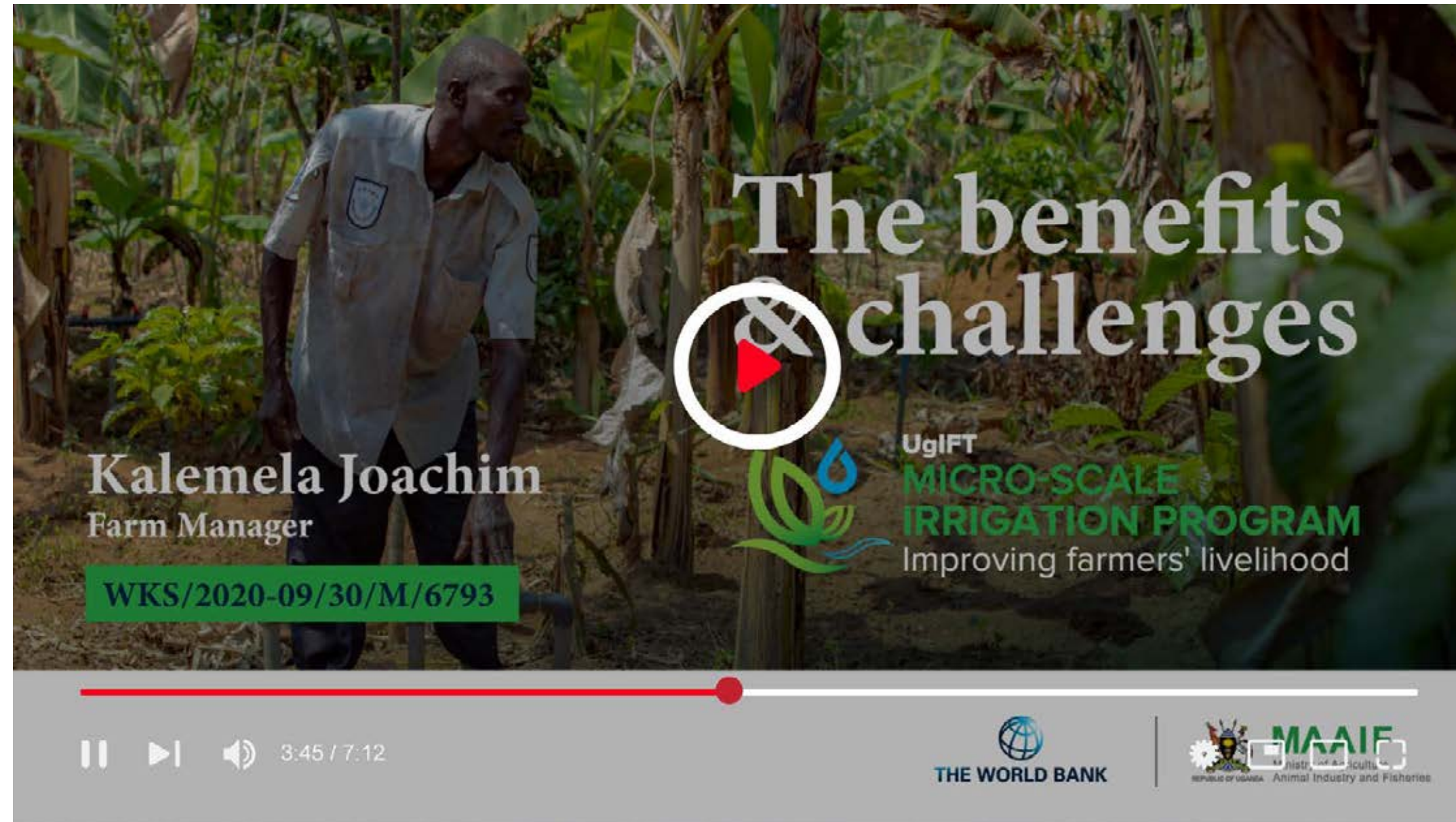


An intimate glimpse into the daily life of Christina Lunkuse, an investment manager at ASIGMA. From her early mornings at the office to focused work hours, viewers witness her disciplined routine. She shares her disciplined routine, how she avoids distractions, her fondness for tea breaks with her favorite tea bags, and her moments of solace in a green environment.

Video link:
<https://bit.ly/3LR1jjq>

The video showcases her unwavering motivation to excel in investment management, making it an inspiring journey of dedication and purpose.

The Micro-Scale Irrigation Programme Case Study:



The Odeke Odyssey:



This is a case study developed for the World Bank's Micro Scale Irrigation Program, focusing on uplifting farmers' livelihoods. It features Kalemela Joachim, a local farmer who harnesses the program's irrigation machines to enhance a 17-acre farm.



Kalemela provides valuable insights, sharing both the significant benefits and challenges he encounters. Through his story, viewers gain a clear understanding of how micro-scale irrigation is bringing hope to farmers, improving their lives, and promoting sustainable agriculture on the farm.

Video link: <https://bit.ly/48IYvhm>



The Odeke Story" is a concise documentary highlighting the remarkable journey of Odeke, a dedicated counter-terrorism policeman. Through his participation in the EXODUS SACCO, an internal police savings association, Odeke's prudent savings empowered him to achieve his dream of building a home for his family.

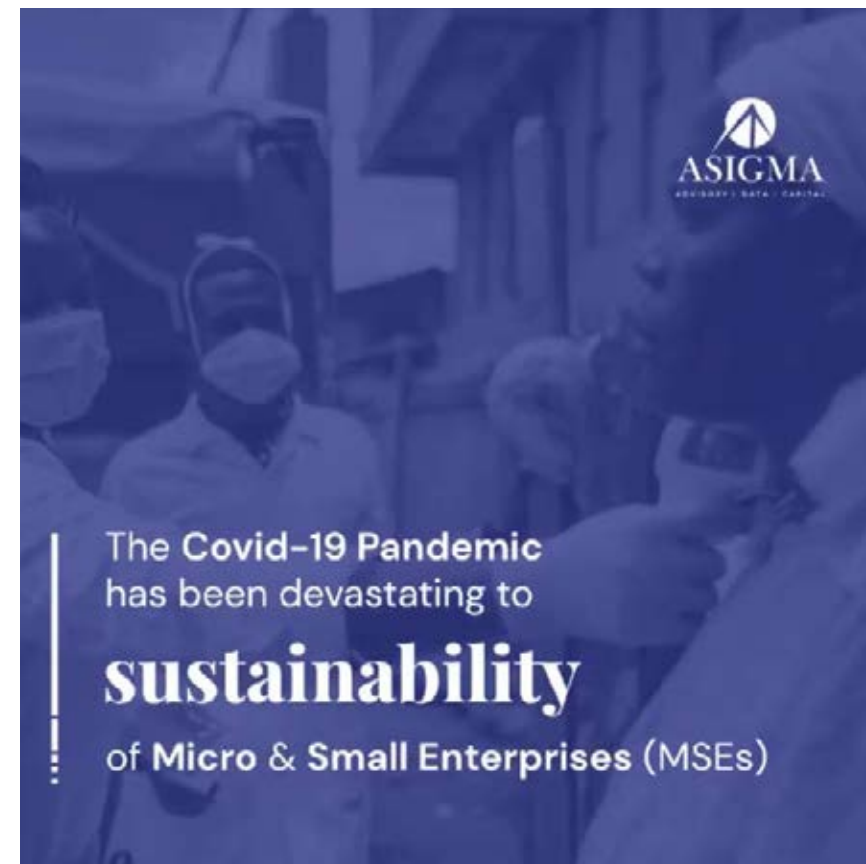


This humble film illustrates how financial discipline and determination can transform lives, emphasizing the profound impact of savings associations in securing brighter futures for those who serve our society.

Video link: <https://bit.ly/3LNqGSp>

MOTION GRAPHICS

MSE Recovery Fund launch build up
<https://bit.ly/3zDs44i>



VIDEO

NCHRD Case management Criteria
<https://bit.ly/3DJ2N9N>



MOTION GRAPHICS & VIDEO

USE Investor Week Testimonials
<https://bit.ly/3swgEv0>



In their mandate to coordinate HRDs in Uganda to work collectively in promoting synergy, cooperation and collaboration to effectively advance the protection and safety for HRDs, NCHRD-U took it upon itself to sensitise HRDs about the typical HRD Case Management Criteria.

I was tasked to craft and create an interactive flow chart of the step by steps flow of a typical case that was meant to give the different stake holders a better understanding of the flow and steps to be followed and better yet publicise this information as the client (NCHRD-U) considers it public knowledge.

The World Investor Week (WIW) is a global investor awareness campaign as initiated by International Organization of Securities Commissions (IOSCO) initiative. This week is celebrated every year, across the world, by the securities market regulators. In Uganda, it is leg and promoted by the Capital Markets Authority, Uganda Securities Exchange along with their active partners.

I was tasked to craft promotional material ahead of WIW celebrations that was intended to create hype, awareness and educate the masses and promote investor education and protection

A misty, blue-tinted landscape with a large tree in the center and palm trees in the foreground. The background shows rolling hills and mountains shrouded in fog. The foreground is filled with lush greenery, including palm trees and other tropical plants. The overall mood is serene and atmospheric.

My works

Creative Design

Digital Communication

Photography

Videography

Bima.2021

Photography



Documentary Photography

Client: National Agricultural Research Organisation
Project: New NARO Bean variety launch

Bima.



Industrial Photography

Client: Uganda Clays Limited
Project: Annual Plan Launch 2021



Event Photography

Client: Ministry of Agriculture
Project: New DDA Board Inauguration



A detailed photo of a bunch of plantain (Commonly know as Matooke in Uganda) shot after harvest at botanical gardens.

The general focus of the photo is the collection of the healthy green plantain along with dry leaflets side by a plantain stem. It is a close up photo, less can be seen in the background.

Photography

Agriculture



Shot at the NARO Gene Bank in Entebbe, blurry medium macro shots of bean seedlings in a transparent glass pot stacked in a fridge undergoing artificial germination at the NARO Gene Bank in Entebbe.

Photography

Farm Activity

A focused female bean farmer in Nakyesasa sorting new harvest beans on a weaved fanner in a blurred out background.

In the medium background, we see a pile of green polythene bags usually used to store different sorted bean varieties to keep as seed for replanting.





My works

Creative Design

Digital Communication

Photography

Videography

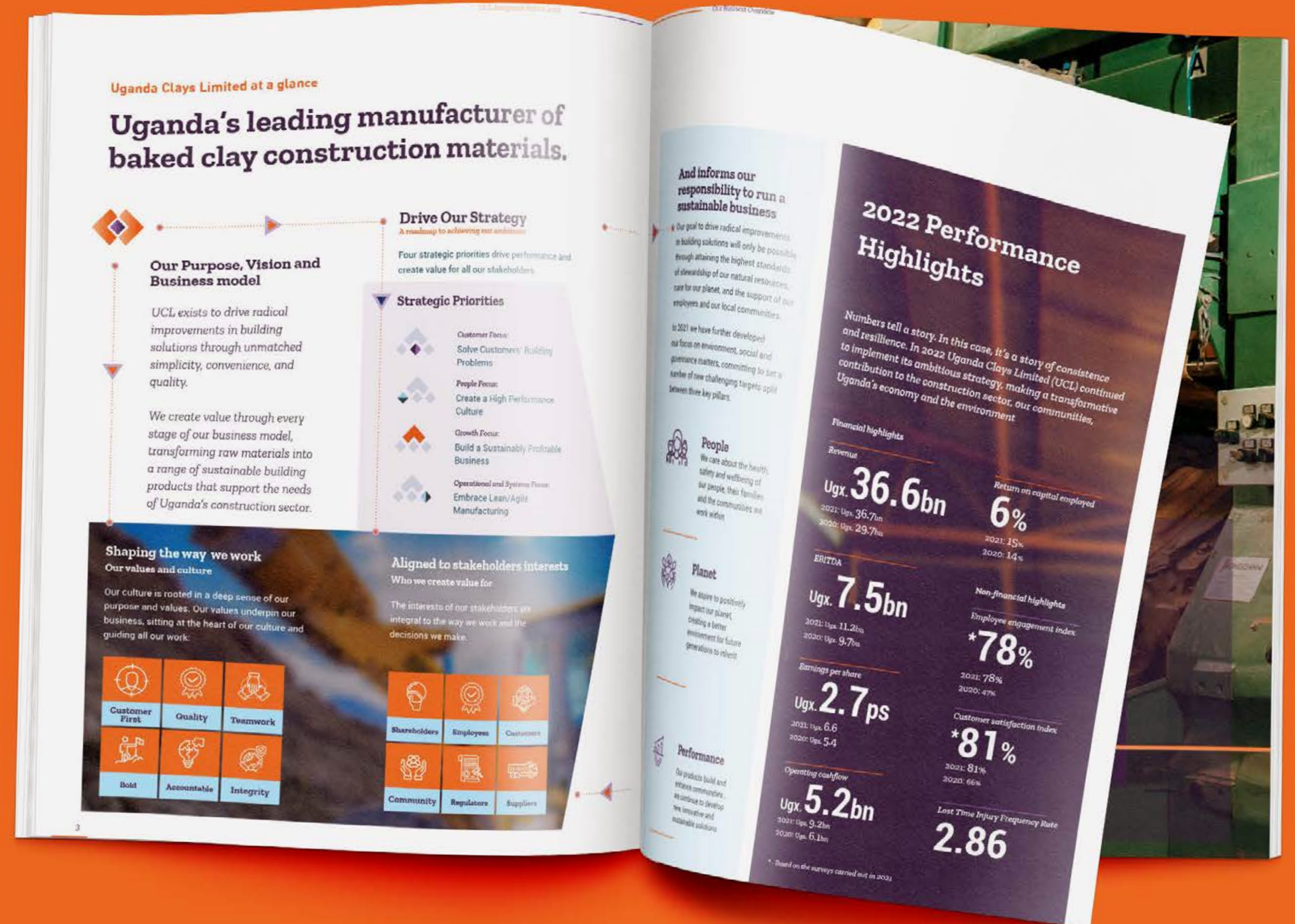
Publication



Uganda Clays Ltd.
Beauty to Last

Intergrated Report

In the context of Uganda Clays Limited, I took on the roles of photographer and designer to craft an engaging Integrated Report. This project aimed to combine compelling imagery with essential financial information.





Through capturing the company's processes and products through photography and thoughtfully integrating them with a well-designed layout, the report surpassed conventional boundaries. It effectively communicated Uganda Clays' financial achievements while also highlighting its commitment to sustainability and community engagement.

This symbiotic relationship between visuals and design added depth, allowing stakeholders to emotionally connect with the company's story and mission.

The resulting report exemplifies the impactful synergy of visual storytelling in bridging quantitative data with qualitative insights.

Key Focus:

- Infographic Design
- Data Visualisation
- Photography
- Color Palette Dev't
- Graphs and Pie Chats
- Font & Layout development
- Impact Numbers highlighting



Intergrated Report

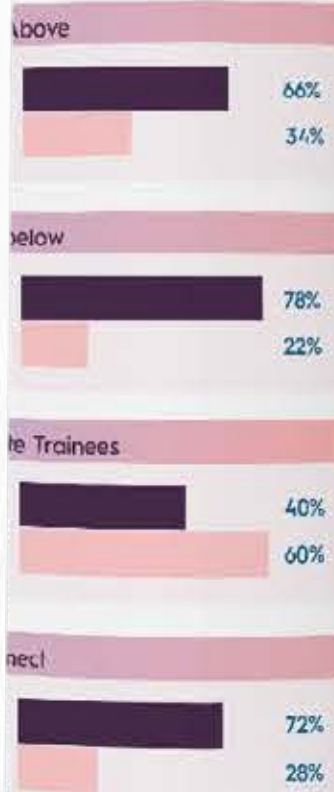
In the creation of CiplaQCi's Integrated Report, I took on the roles of photographer and designer, aiming to combine aesthetics and information seamlessly.

By capturing the essence of CiplaQCi's operations through evocative photography and skillfully integrating it with thoughtful design, the report emerged as a dynamic representation of the company's achievements and values.





Inclusion & Diversity



remain steadfast in our dedication to fostering a diverse and gender-balanced workforce.

Nevertheless, we prioritize retention through high motivation and engagement strategies outlined below. We also maintain a flexible workforce known as "Connect," which includes roles like long-term attendants, temporary workers for short-term projects (1-3 weeks), and on-call staff. This enables us to optimize payroll costs. We remain steadfast in our dedication to fostering a diverse and gender-balanced workforce. Our Recruitment and Onboarding Processes

Our pre-recruitment processes include comprehensive onboarding activities. We are committed to hiring a diverse and inclusive workforce, prioritizing finding the right candidates who align with our values and can contribute to our company's success. Our recruitment process begins with adherence to the approved recruitment budget. When a position is vacant, a justification for its requirement is required, and the matter is escalated to the Chief Executive Officer for final approval.

Ensures transparency and accessibility to all relevant information during the sign-off process, whether for placement or a new recruit.

Rigorous recruitment approach encompasses a comprehensive process

that includes both internal and external advertising, meticulous team interviews, and a thorough assessment of candidate suitability. Post recruitment, we have detailed employee integration, onboarding, and induction processes to ensure a seamless transition for new employees into the company. We are proud to have in place a comprehensive remuneration and benefits policy that includes performance management, a variable pay policy, and learning and development policy.

The presence of our comprehensive policies well-documented in our recently revamped HR manual and the implementation of a resilient disciplinary management system are key components that contribute to the effective governance of our employees. Through close collaboration with our legal team, we diligently ensure adherence to the established employee governance framework.



- 24hrs on-site Clinic
- biometric systems to monitor attendance and punctuality
- Shifted to an online goal setting platform

The result was an immersive document that not only conveyed financial and operational data but also communicated CiplaQCI's commitment to innovation and societal impact.

This creative blend of visual elements and design transformed the report into a captivating narrative, bridging the gap between facts and emotions for stakeholders.



Value Created in FY 2022/23

Natural Capital



At CIPLAQCIL, our sustainability endeavours are strategically aligned with the prevailing global climate trends, including but not limited to climate change, the circular economy, and water stewardship

Sustainability highlights FY 2023



Delivery initiatives and savings exceeded targets due to delayed implementation of initiatives for FY 22-23 that were to help achieve the set target.

■ Achieved/Exceeded ■ Not Achieved Target

Notably, there has been an impressive 87% reduction in our ETP (Effluent Treatment Plant) sludge beds. Additionally, we have implemented measures to minimize the use of polybags, moving from 55 pieces per day to just 4 pieces per day, and have completely eliminated the use of polybags to carry cleaned filters.

One of the key initiatives in our waste management strategy is waste segregation at the point of generation. This practice has proven instrumental in efficiently categorizing waste and enabling better understanding of generation volumes across various departments. By promoting waste

segregation at its source, CIPLAQCIL fosters a more sustainable approach to waste management, aligning with our commitment to environmental stewardship.

Through these concerted efforts, we continue to make strides in minimizing waste generation and optimizing our waste management practices, promoting a cleaner, greener future for the company and the communities we serve.

Optimising our Water Usage

Over the past year, we achieved significant milestones in optimising our water usage, marking two notable accomplishments. Firstly, a total of

1,702,000 litres of water was responsibly utilised as portable water. This water is sourced from rainwater harvesting and undergoes rigorous purification processes to ensure its safety for consumption.

Secondly, we successfully reused 205,000 litres of water through the implementation of an efficient water recycling system. This system enables the reuse of a portion of the water within our facility's bathrooms, promoting water conservation and reducing waste. Our comprehensive water management approach involves recycling and treating a portion of the water supply that would otherwise not be discharged through drains or flushed, thus contributing to our commitment to sustainable water usage practices.



Through these our dedication management preservation, a responsible conscious org

Our Energy Efforts

As part of our energy optimi rigorous moni power consum areas of our this diligent m the major ene our organizati energy gaps may exist. This empowers us strategies to e efficiency and contributing to resource man

In my capacity as a Creative Communications Consultant for the World Bank, I have been entrusted with the responsibility of crafting compelling visual narratives and communication materials tailored for specific projects.

Notably, my involvement extended to two key projects: the **uGIFT Micro Scale Irrigation Program** and the branding of the **Irrigation for Climate Resilience Project(ICRP)**.



THE WORLD BANK

Micro-scale Irrigation Program Communication

Project description:

The Micro-scale Irrigation Program is World Bank supported project through the Intergovernmental Fiscal Transfer Reform Program (IFTRP).

A program conceived to enable farmers to access, buy and use irrigation equipment through a grant scheme, where the final cost is split between the farmer and the government of Uganda.

My responsibility on this program was to develop promotional & educational material like magazines, flyers, guidebooks & develop and design stakeholder specific communications.

Official Financial Guide link: <https://bit.ly/3wofAez>



THE WORLD BANK

Client: **The World Bank**

Project: **Micro-Scale Irrigation Program**

Year: **2018**



Irrigation for Climate Resilience Project Brand Development

Project description:

ICRP is a Resilient Agriculture Support Project that focuses on development of sustainable irrigation services to allow farmers coping with climate variability, to increase yield and intensification, and diversify towards higher value crops.

Project Goal:

To provide farmers in the project areas with access to irrigation and other agricultural services, and to establish management arrangements for irrigation service delivery

Budget:

\$169M

Fiscal Year:

2020

A World Bank funded project, with the Ministry of Water and Environment (MWE), with the Ministry of Agriculture, Animal Industry and Fisheries (MAAIF) as the technical implementation partner.



The Bank issued me a short contract to give the project a modern & young appealing face and voice on behalf of the Ministry of Water and Environment.

From my wide and deep experience, a visually rich brand starts with the most common and most effective element - the logo and as a branding and communication expert, I knew this would be among the first brand elements to develop and later to be supported by a comprehensive route to user plan.



Client: **The World Bank**
Project: **ICRP Project Branding**
Year: **2018**



Creative Comms. Design



Client: **National Agricultural Research Organisation**

Significant Projects:
NARO Website Development
NARO Anti Tick Vaccine Launch
NARO Profile book design
EOC Maiden Visit to Naro
World Food Day, etc



LAUNCH

OF THE **CONFINED TRIALS**
FOR THE ANTI TICK VACCINE

Mbarara Zonal Research & Development Institute (Mbazardi) 27th Oct. 2022

The event will be streamed on our YouTube Channel.

NARO Uganda

Happy Martyrs' Day

In honour of the faith and courage of the Uganda Martyrs.
May our faith as a nation never waver.

@NAROUganda

Celebrating

Happy Independence Day

60 yrs

Declaration of African Interdependence and our shared destiny.

@NAROUganda





LET'S CONNECT

Do you want to get in touch with us?

We got you.

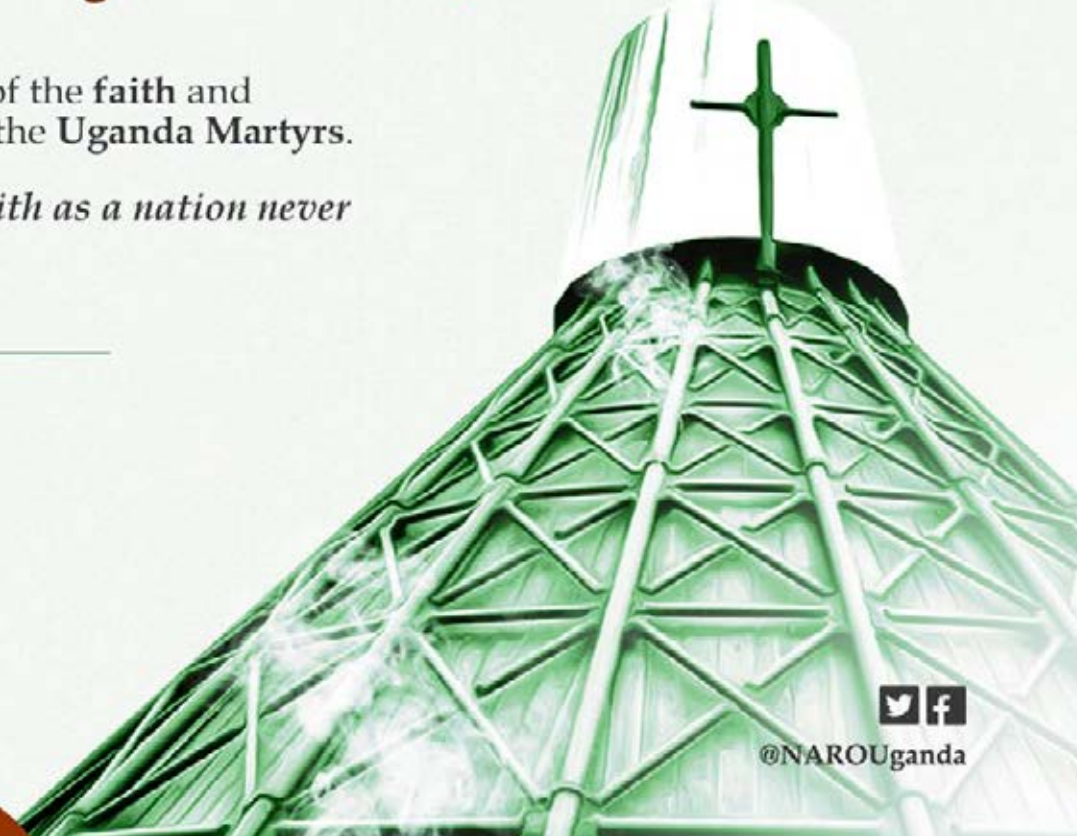
0 762 444 000
connect@naro.go.ug

@NAROUganda



Happy Martyrs' Day

In honour of the faith and courage of the Uganda Martyrs.
May our faith as a nation never waver.



@NAROUganda



Celebrating



60 yrs

Happy Independence Day

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Digital Content

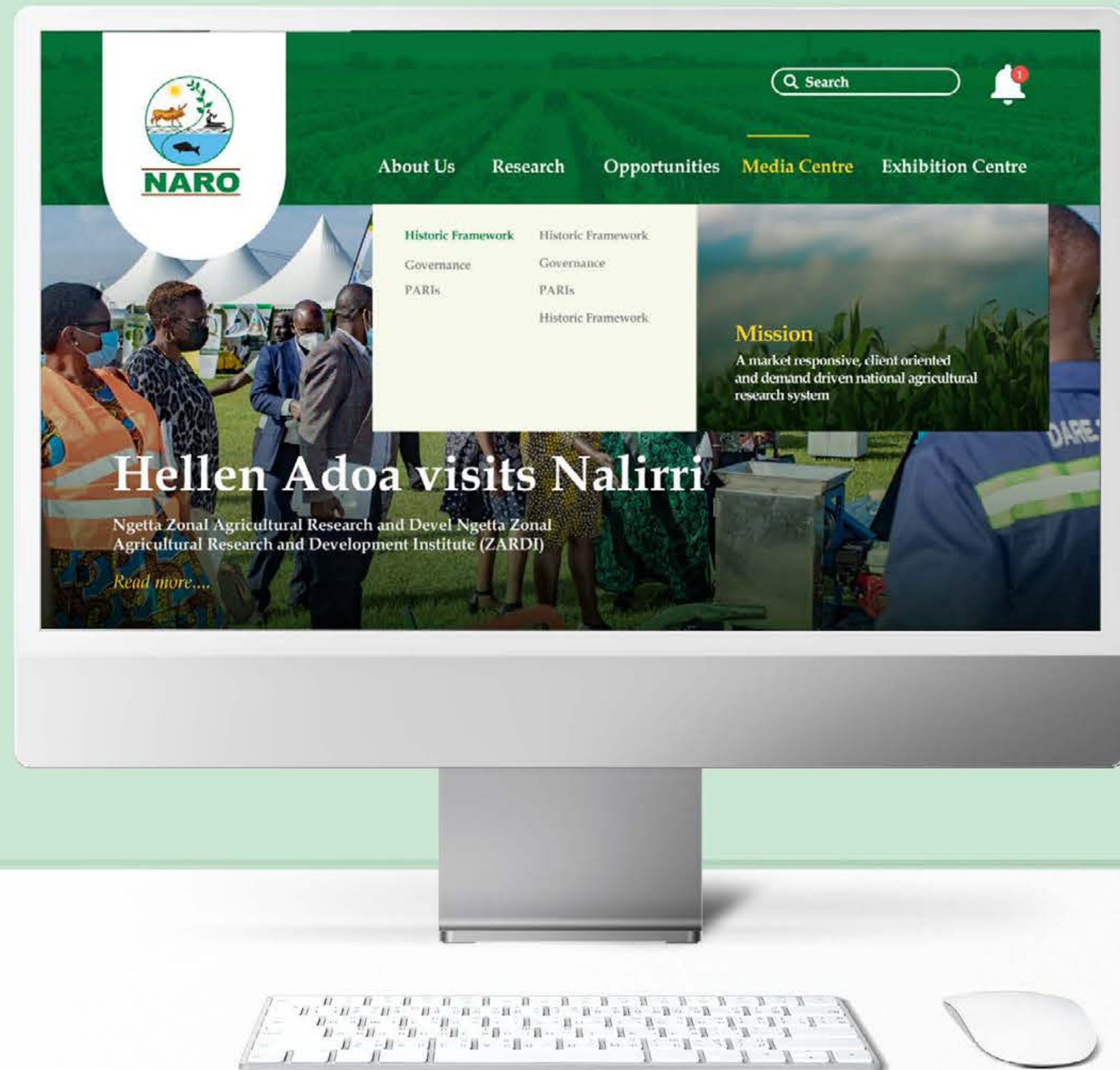
Total designer
23 Total Design Content

Photography
9 Total events documented

Videography
5 Total events documented

NARO Website revamp

<https://naro.go.ug>



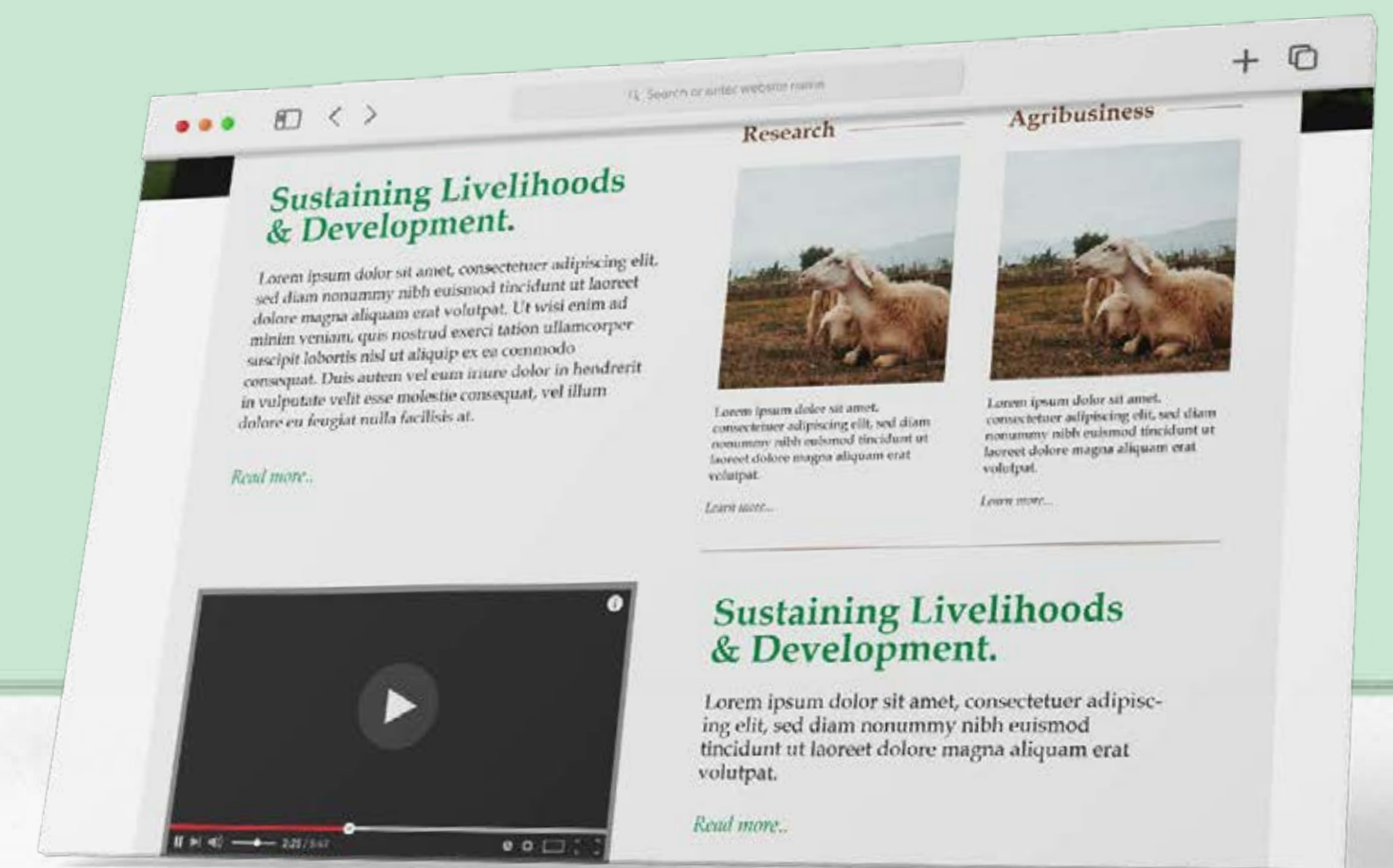
Task:

As the Creative Communications Consultant for NARO's digital transformation project, I was entrusted with the pivotal task of spearheading the revamp of NARO's website. This endeavor was driven by the need to modernize NARO's online presence and enhance its capacity to effectively communicate its mission and research findings to a global audience.



Result:

The NARO Website Revamp Project, under my creative guidance, achieved remarkable outcomes. It enhanced user experience and modernized NARO's brand identity. By adhering to accessibility standards, we ensured NARO's research reached a wider and more diverse audience. This project showcases the transformative power of effective visual design, modernizing NARO's online presence and reinforcing its position as a forward-thinking research institution.





REPUBLIC OF UGANDA

MAAIF

Ministry of Agriculture
Animal Industry and Fisheries

Rebrand

MAAIF Pro-active Rebranding



Client: **Ministry of Agriculture | FAO**
Project: **Ministry Refresher | Rebranding**
Year: **2020**

Objective:

My goal was to rejuvenate the Ministry of Agriculture, Animal Industry and Fisheries (MAAIF) to captivate the youth, inspiring them to embrace agriculture. by infusing youthful energy into the Ministry of Agriculture, Animal Industry and Fisheries (MAAIF) through strategic design choices, positioning it as an innovative choice for the youth within the agricultural sector.

Approach:

In a four-month effort, I began with research into youth perceptions of MAAIF and drew inspiration from youth-centric brands. I redesigned visual elements, creating a logo symbolizing growth and innovation, complemented by vibrant greens, blues, and yellows. Dynamic icons and graphics highlighted modern agricultural practices, engaging the youth.

Deliverables

- Brand Development
- Emblem realignment
- Brand Support element development
- Brand Guideline/Brand Book



WFD

World Food Day

Comms Strategy



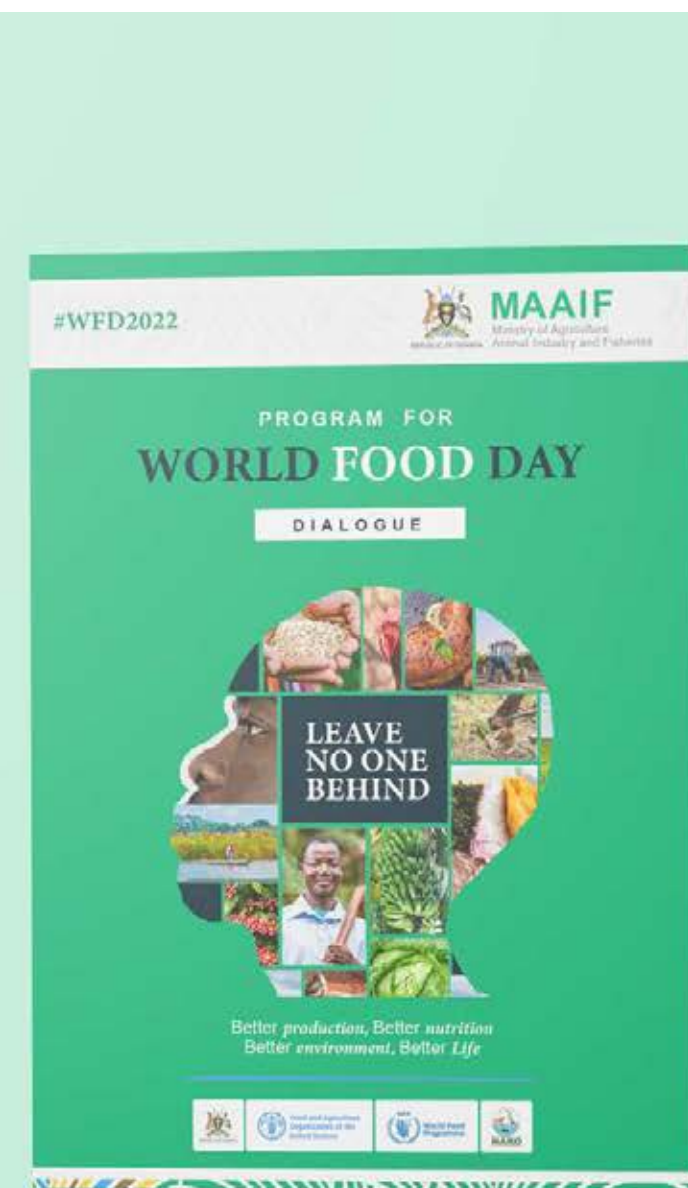
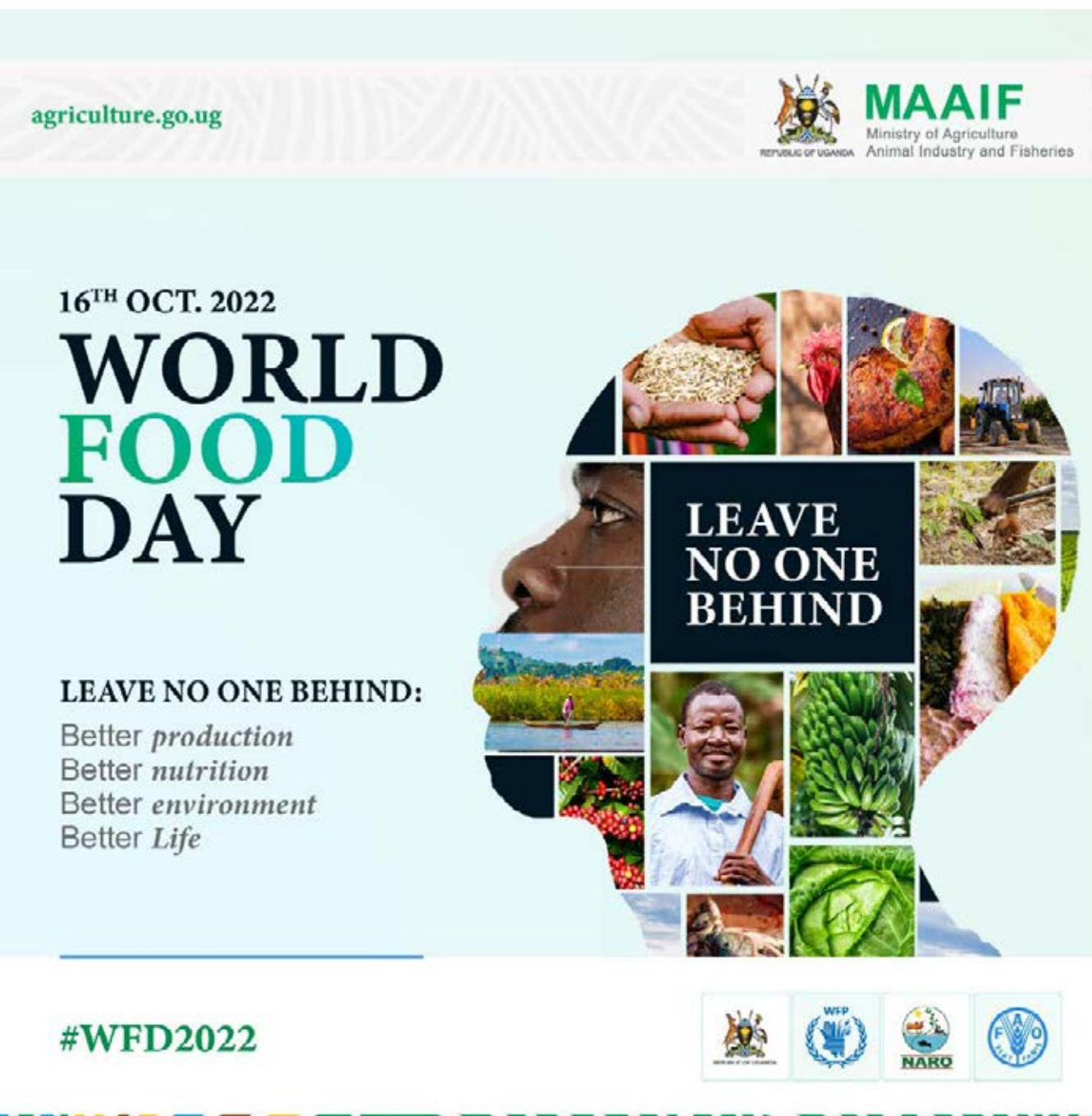
Client: **Ministry of Agriculture | FAO**
 Project: **World Food Day Celebrations**
 Year: **2022**

Project description:

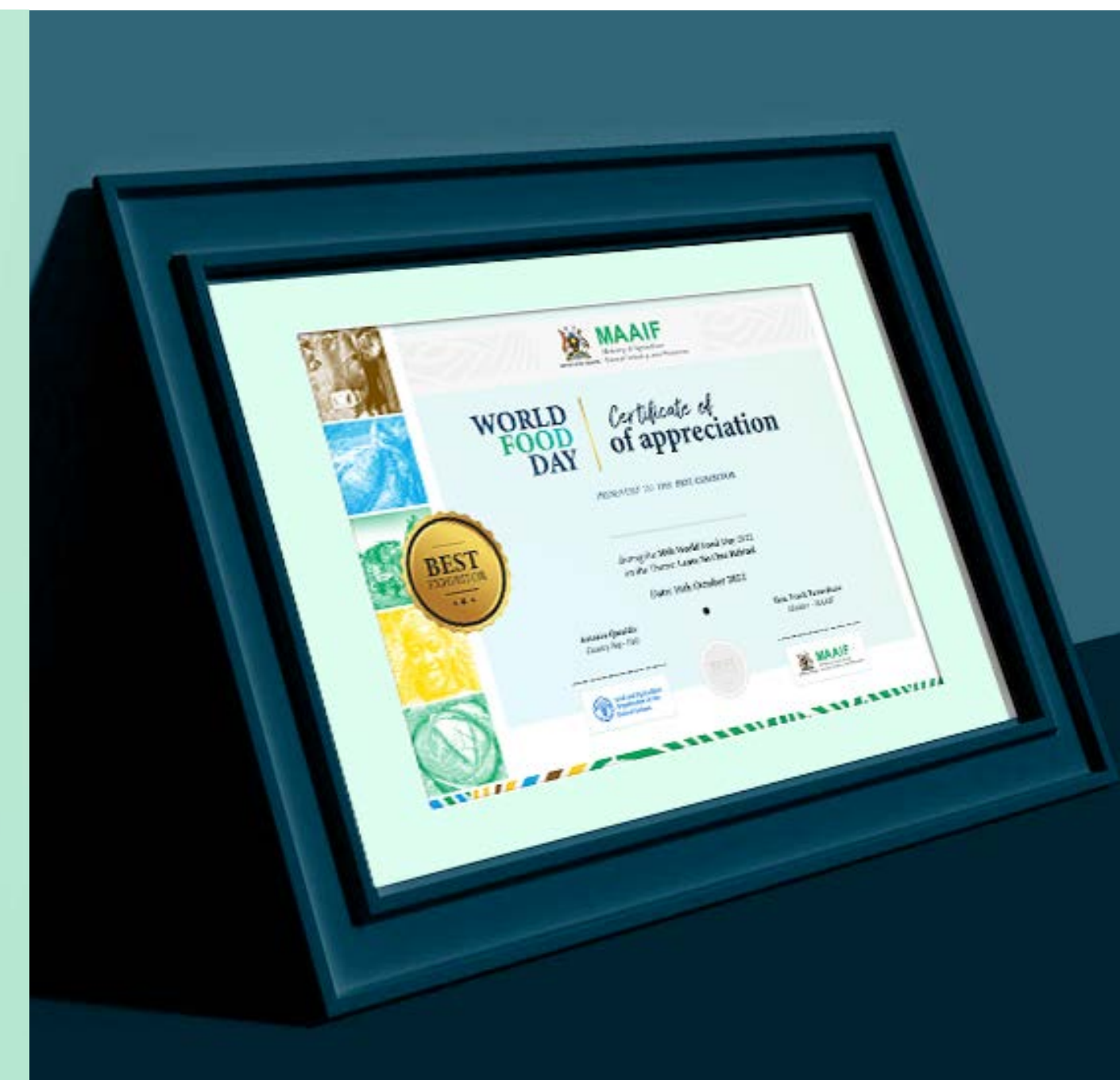
As MAAIF's creative communications Consultant, I was tasked by the communication department of the Ministry to develop a communications and Awareness plan and content for the Global World Food Day Celebrations Event of 2022 under the theme: **LEAVE NO ONE BEHIND.**

Deliverables:

- Pre-event hype content (*Countdown Videos*)
- Digital Content Strategy (*Digital Post design, Video graphics, etc*)
- media plan & Content (*Moving Billboard graphics, Day's program design, Pull Ups, Flyers, etc*)
- Post Event content development & repurposing
- Event Coverage (*Photography & Videography*)



Time	Activity	Participants
8:00am - 8:30am	Arrival and Registration	All Participants
8:30am - 9:00am	Introduction of the participants and Tea	All Participants
9:00am - 9:05am	Opening Remarks	Moderator
9:05am - 9:30am	Opening remarks (Union Ex-Off)	99 - CPN, PS - MAAIF, Country Lead - ADP
9:30am - 9:45am	KEY NOTE ADDRESS: What if we did nothing at all? The downside to inclusive food security	Dr. Peter Bahanda - ACADEMIA
9:45am - 9:55am	Debate Trigger: The Farmer's Perspective	Mr. Kenneth Bahagya - UNFFE
9:55am - 10:15am	Photo Moment	All
10:15am - 10:45am	High level panel discussions (10 mins each) All speakers should sign their responses to the overall World Food Day theme.	Moderator
10:45am - 11:15am	How prepared is the government in handling the climate change impacts and the emerging food insecurity in Uganda.	11am - (mod) Mr. Fred Twumy Kyabakaga
11:15am - 11:30am	How is Government ensuring that the most vulnerable are not left behind?	Dr. Tim, Imba Ntakadema
11:30am - 11:45am	Is the Paris Development Model sufficient to deliver all inclusive growth?	H. E. Dr. Antonio Quereiro
11:45am - 12:00pm	How much more should Uganda do to Transform the agriculture sector in Uganda? Linking Science and Innovation to a Progressive Agriculture Sector	Hon. Margaret Muhanga
12:00pm - 12:05pm	With the current statistics on malnutrition, how best can the relevant services work together to avert the problem of malnutrition?	Hon. Margaret Muhanga
12:05pm - 12:10pm	TECHNICAL PANEL (10 Minutes each)	
12:10pm - 12:15pm	Addressing the climate change crisis to safeguard food, nutrition and livelihoods in Uganda.	(Name of Representative) Office of the Prime Minister (OPM)
12:15pm - 12:20pm	How can Uganda anticipate climate industries hot for and transition from emergency to resilience?	Dr. Yousa Baguma - Ag. DG NARO - Ministry of Agriculture, Animal Industry and Fisheries (MAAIF)
12:20pm - 12:25pm	Agro-industrialization as a pathway to sustainable agricultural production and food security.	Angela Nakiwizi - Ministry of Gender, Labour and Social Development (MGLSD)
12:25pm - 12:30pm	Intensifying for a hunger free Uganda: How private and public capital can boost food systems transformation.	Marcus Piro - World Food Program (WFP)
12:30pm - 12:35pm	Standards and markets for agri-produce: the case for food safety and agricultural development. What best practices can the Government of Uganda adopt to ensure food safety for Ugandans	Mr. Agnes Kyalo - Executive Director - Food Rights Alliance
12:35pm - 12:40pm	Looking at the THEME of this world Food Day, What must the government do to ensure that the theme for WFD is met in Uganda.	Joseph Oryika - Country Rep Agricultural Development Partners (ADP)
12:40pm - 12:45pm	Are the private sector of Uganda well placed to improve the agricultural sector?	Moderator
12:45pm - 12:50pm	Plenary	US - MAAIF
12:50pm - 1:00pm	WRAP UPS CLOSURE	





NATIONAL
COALITION OF
HUMAN
RIGHTS
DEFENDERS
UGANDA

Human Rights Defenders Awareness Campaign

Human Rights Defender Awareness campaign

(IEC Material Development)



Project description:

The assignment involved concepting design which started with deep research about the Human Rights Defenders, and this involved getting a deeper understanding of their ways.

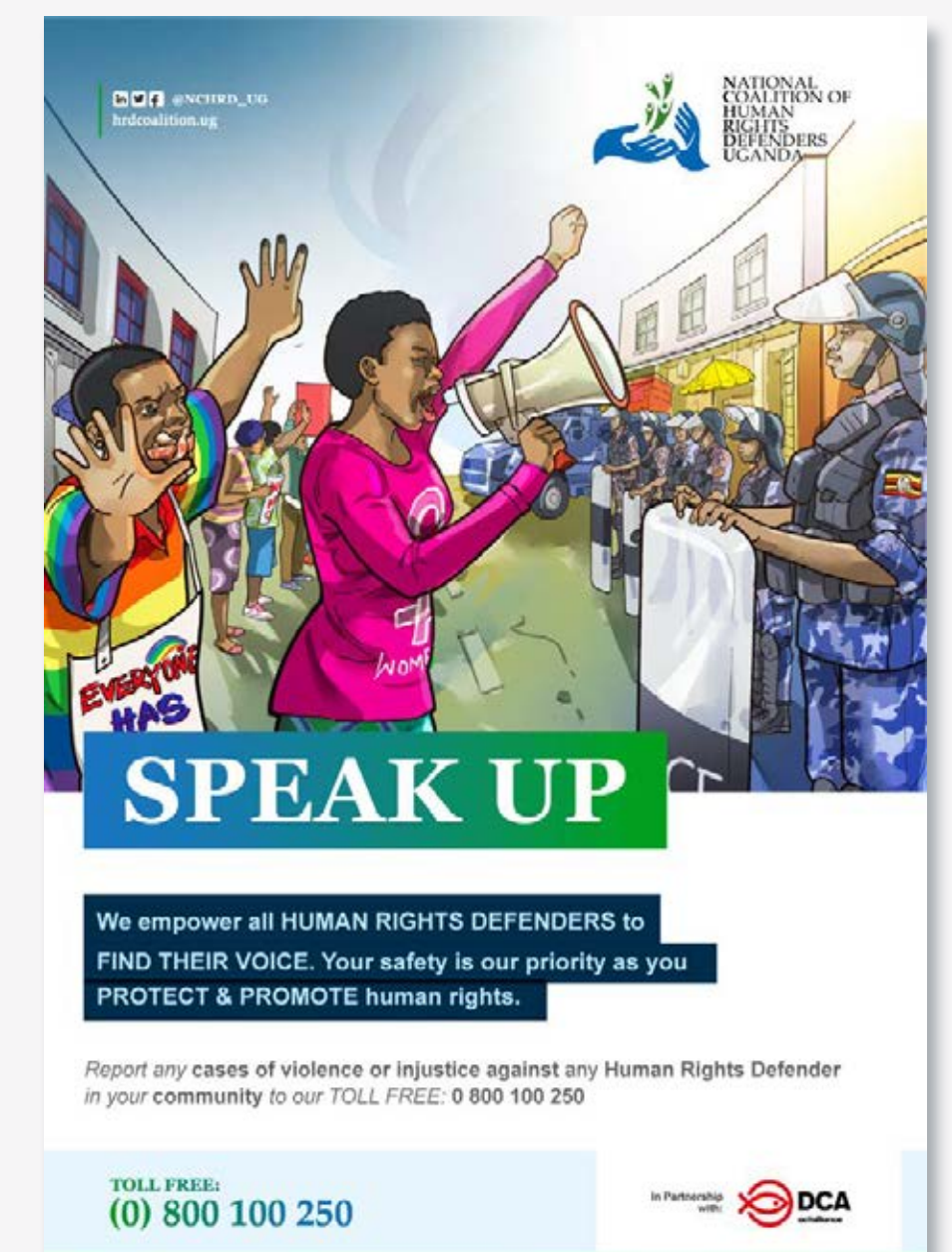
I sparked off this project with both online and traditional onground research and this involved interviewing active HRDs - lawyers, policemen, Human Rights Activists, etc.

It was from the research that I concepted a scenario based campaign, sketched and created layouts that involved illustration development, copy development and general design compositions that was approved for print and finally delivered.

My other responsibilities included:

- > managing client's expectations
- > suppliers handling
- > creating and setting a project work and activity plan.

Design



hrdcoalition.ug

NATIONAL COALITION OF HUMAN RIGHTS DEFENDERS UGANDA

Journalism is not a crime

Your safety is our priority as you **PROTECT & PROMOTE** human rights.

Report any cases of violence or injustice against any of your many Human Rights to our

TOLL FREE: (0) 800 100 250

In Partnership with: **DCA** actalliance

Journalism is not a crime
We empower all HUMAN RIGHTS DEFENDERS to FIND YOUR VOICE.

National Coalition of Human Rights Defenders - Uganda
@NCHRDs · 8 (2 reviews) · Non-Governmental Organization (NGO)

Human Rights Defender CASE | MANAGEMENT PROCEDURE

Over the past 6 years, the NCHRD-U has strengthened its prevention and emergency response departments by expanding the local rights defenders referral network to support particularly HRDs at risk in the rural areas and those from the most vulnerable groups.

Human Rights Defenders continue, especially in crisis time and collaborative processes, that the case situations which are in internal Network regions in the country.

The Coalition has a **technical thematic working group** which comprises of twelve members representing regional, local persons and different thematic areas of HRDs that is **women HRDs, journalists, Sexual orientation and gender identity HRDs, ethnic minority and pastoralist, natural resources and extractives.**

SPEAK UP
We empower all HUMAN RIGHTS DEFENDERS to FIND YOUR VOICE.

HRD Awareness campaign digital campaign development



Journalism is not a crime

SPEAK UP

Your safety is our priority as you **PROTECT & PROMOTE** human rights.

TOLL FREE: (0) 800 100 250

Journalism is not a crime

SPEAK UP

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TOLL FREE: (0) 800 100 250





Advisory

**Data
Capital**

As a multi-faceted creative communications consultant, I collaborated closely with ASIGMA and their esteemed partners, including MasterCard and USAID, DAI to effectively communicate their profound social impact initiatives both online and in the traditional media space. In this role, I served as a pivotal bridge, translating ASIGMA's commitment to positive change into compelling narratives that resonated with a wide-ranging audience on different platforms and channels.

Drawing upon my expertise, I harnessed the power of various communication channels to authentically convey ASIGMA's mission, creating an emotional connection between their purpose and the values and aspirations of their stakeholders.



Client: **ASIGMA | MasterCard Foundation**
Year: **2022**

Key **impact** projects

The Middle-Small Enterprise Recovery Fund

Implementer: **MasterCard | FSD Uganda | ASIGMA**



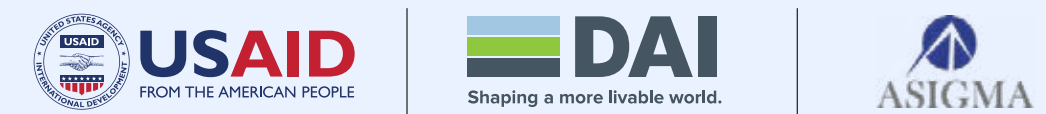
My role as the communications experts was to strategise and develop online communication tactics using social media specific platforms to best communicate on behalf of the FUND and the implementing partners.

The objectives involved but not limited to breaking down the fund's general purpose to the public, advertising and communicating EOIs, documenting FUND events held across the years, (Launch, stages, and beneficiary stories in forms of graphics, photography, documentary & testimonial videos)

Duration: 5yrs	Fund Size: \$20m	Target: Women & Youths
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Feed the Future Uganda Inclusive Agricultural Markets Activity

Implementer: **USAID/DAI | ASIGMA**



The client is working with financial institutions “Equity Bank in this case” to deploy a Market Systems development approach to ensure better behaviours, practices, and shared benefits are realised by all actors within the market system.

On this project, my responsibilities included thinking execution points and developing tactical communication material online using social media & other online platforms like the website to best update the uniquely different stakeholders on behalf of the intervention.

Digital Management



MSE Recovery Fund Launch

- Duties:**
- Launch Design material
 - Digital Activation
 - Photography
 - Traditional Media engagement

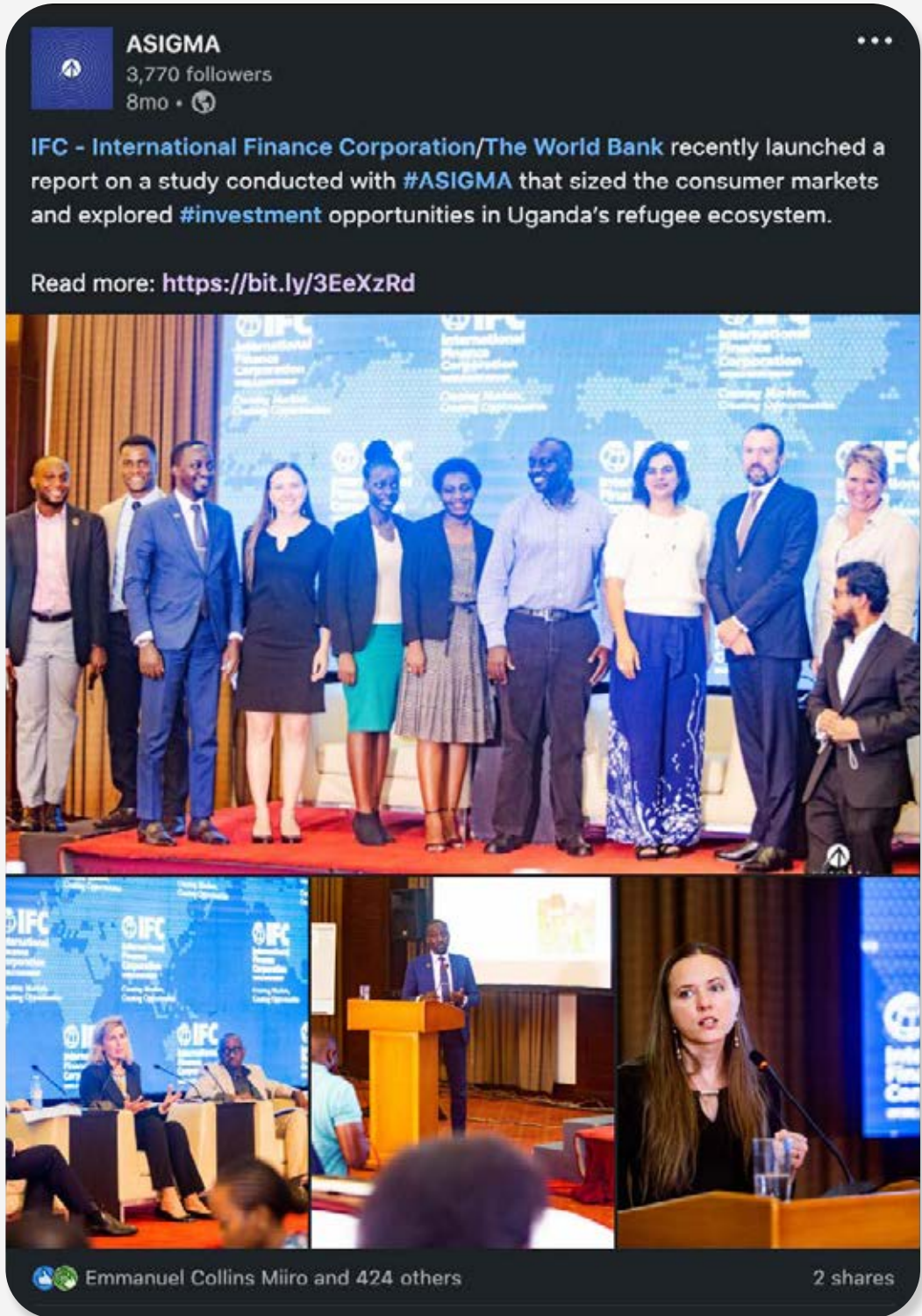
MSE Recovery buildup:
<https://bit.ly/3zDs44i>



MSE Recovery Fund Launch

- Duties:**
- 360 Communications strategy
 - Communication material design
 - Objectives & Application Criterial Breakdown
 - Traditional Media engagement

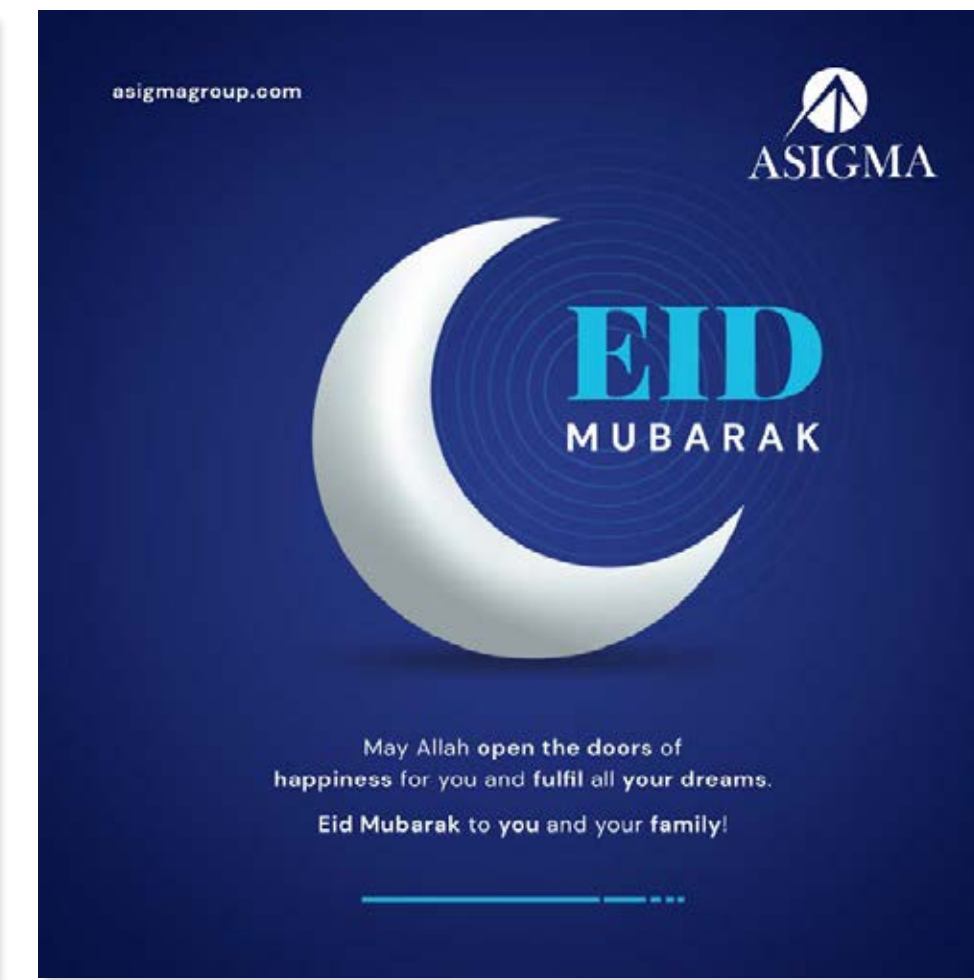
MSE PFI application Criteria:
<https://bit.ly/3pdWFzt>



IFC Report Launch

- Duties:**
- Digital Activation
 - Photography

IFC Report Launch:
<https://bit.ly/3w0E51D>



The numbers



615 - 1.3k ↗

250%

Twitter followers



800 - 4.1k ↗

635%

Linkedin followers

307

Total content posted

5

Unique Digital Content

13

Events Covered

237+

Digital Graphics

1

Email Newsletter

57+

Video content

5

Website Articles

13+

Gifs



Proactive **rebranding**

I was specifically contracted to develop a new and consistent brand look that was inspired by the need to harmonise the station's general look i.e color, brand elements application.

The station had in previous experiences struggled to create a general modern consistent look across the different channels i.e digital (online, social) media, tv and print.

Execution

Design & Implementation

Concept developed, elements aligned, photos taken, it was time to put everything together and here I was mainly focusing on creating unique, simple and communicating creative yet simple visuals that would successfully place NBS TV as the modern, exciting, and first place position brand/TV station in current Affairs in the country.

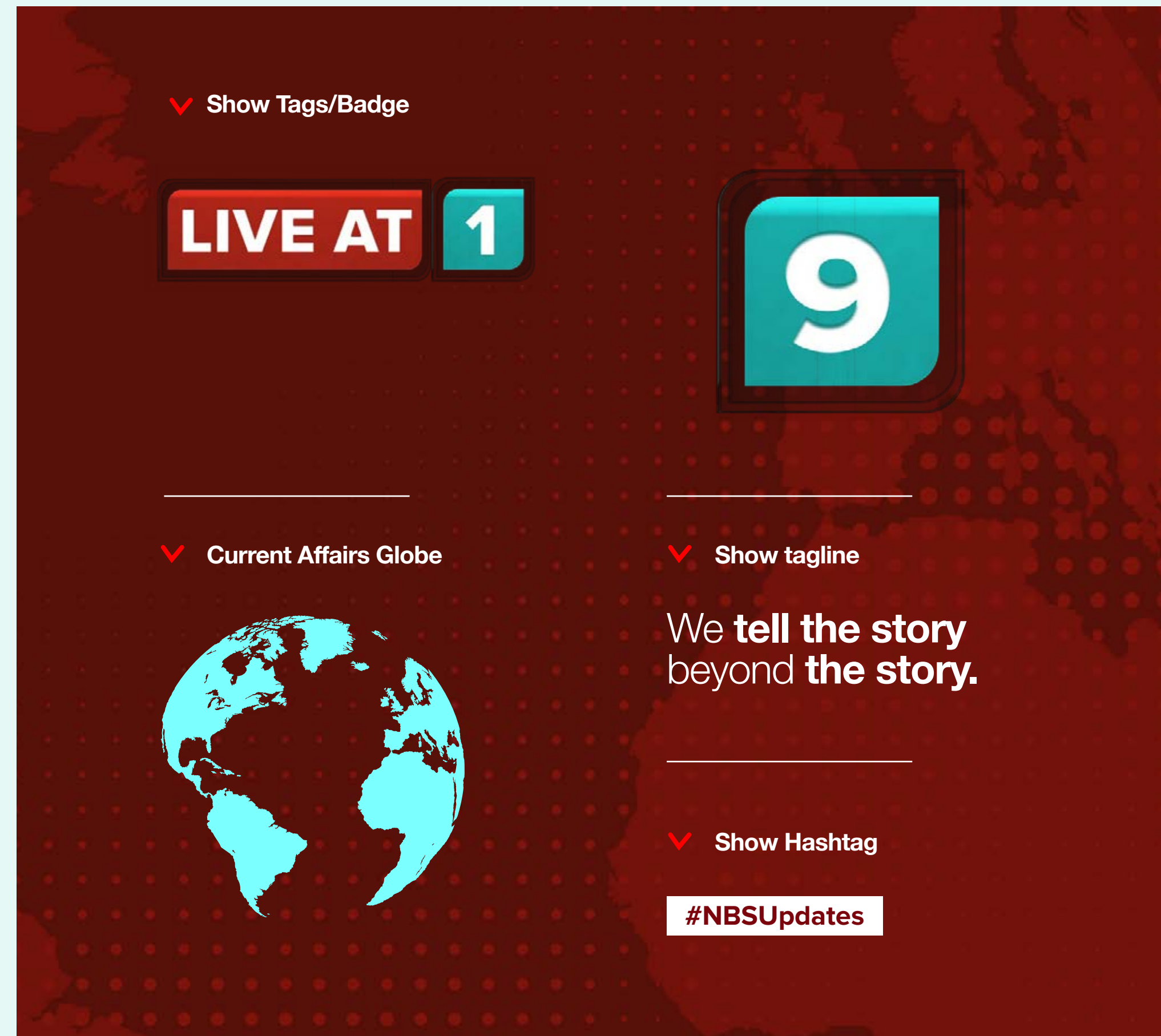
Project Management

My other responsibilities on this project included:

- > Budget development
- > Stakeholder alignment
- > Equipment sourcing
- > Market standard research
- > Printing material readying &
- > Flighting supervision

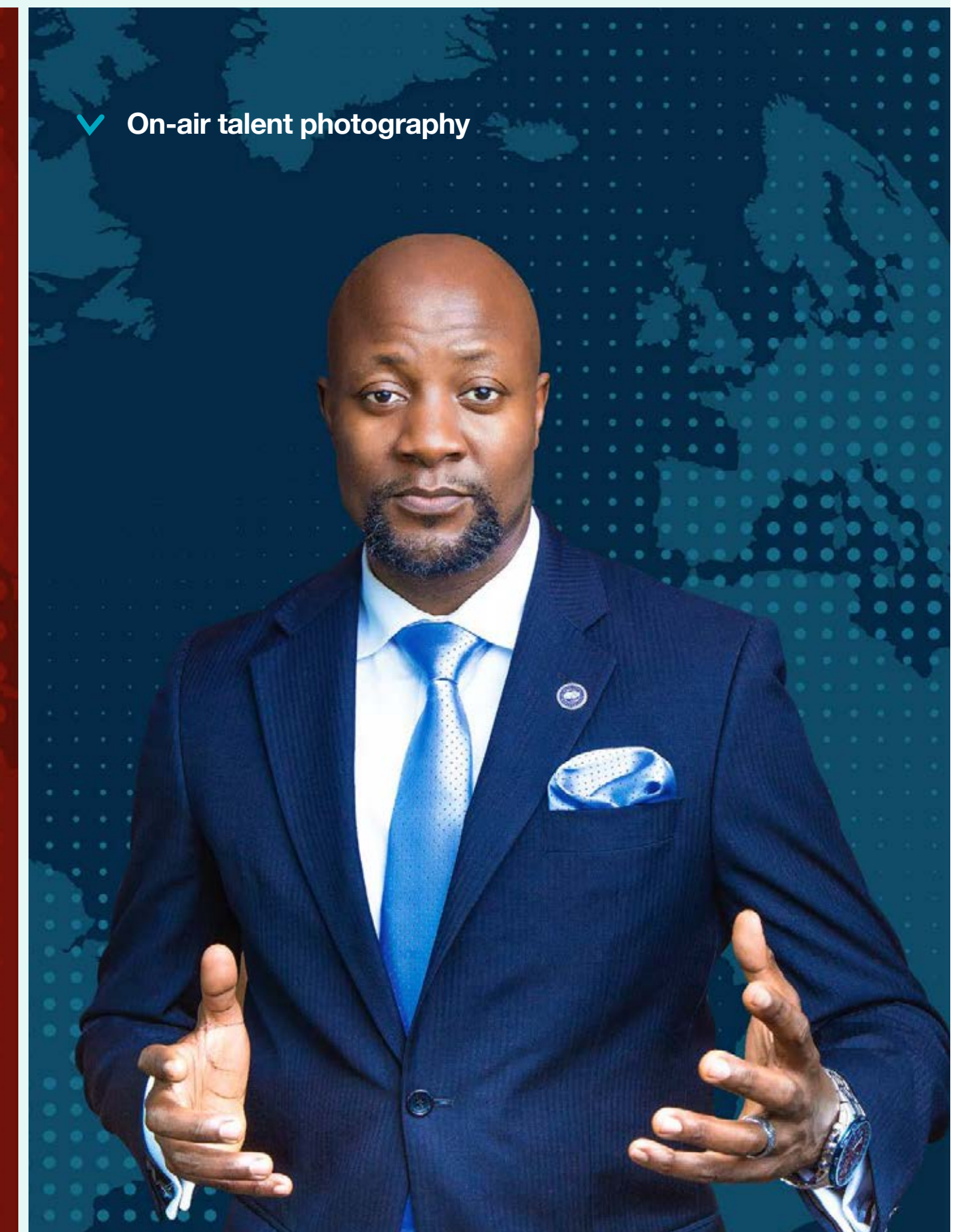
Overall:

It was on this project that I for the first time used all my creative skills i.e Concept Development, Graphic & Design, photography, project management, on the same project and this did play a big role in saving and operating within the budget yet achieving and surpassing the objective of the project.



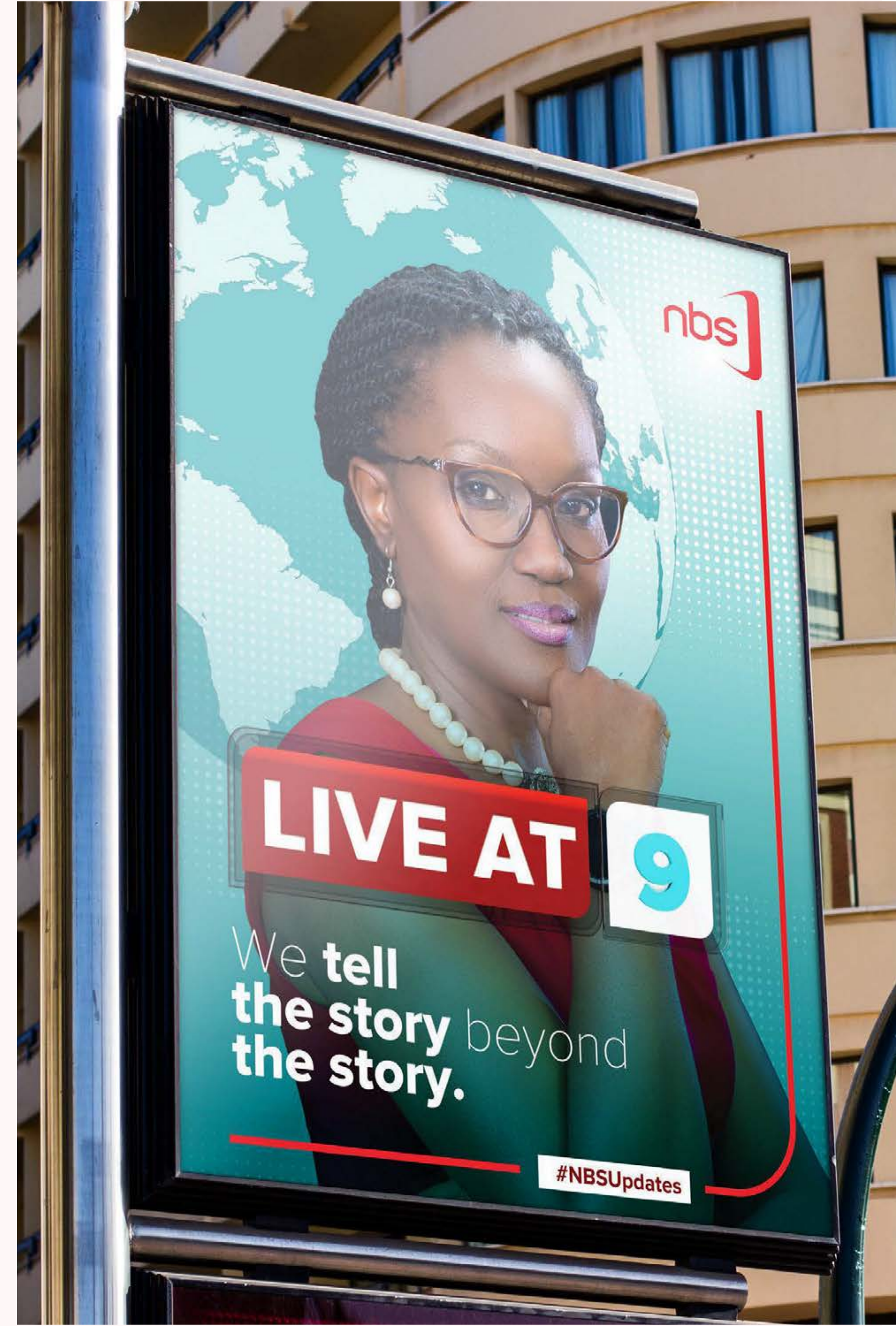
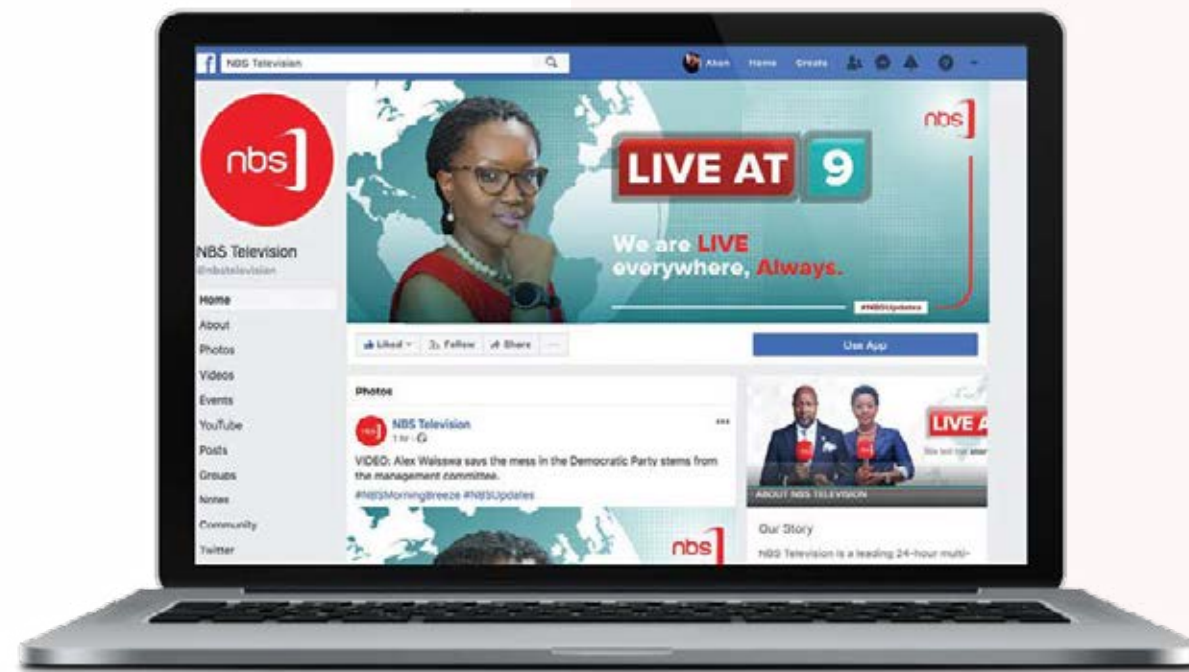
Art Direction & Design

On this project, I was the dedicated creative partner, and this directly involved developing the general visual concept, layout and the overall artistic & consistent yet relevant elements to use.



Photography

My responsibility at this stage involved organizing & and readying the station's on-air talent for the photoshoot, scheduling the shoot, shooting, photo editing, and final application.



- Deliverables:**
- Station Brand Dev't
 - On-Air Broadcast design (*idents layouts, channel and show promo branding*)
 - On-air talent photography material
 - Internal Station Branding
 - Outdoor and Digital Branding - *billboards, pullups, rate cards, etc*

Disclaimer

Within my portfolio, I present a curated selection of projects that reflect my expertise as a creative communication specialist & Content Creator. It's important to note that certain projects are not featured due to various limitations, including file sizes, sharing formats, and the commitment to confidentiality through signed Non-Disclosure Agreements (NDAs). These undisclosed projects have significantly contributed to my professional growth.

For a comprehensive overview of my capabilities and a deeper understanding of how I've navigated diverse challenges, I invite you to engage with me directly. Through personal interactions, I can elaborate on my versatile skill set and how it aligns with your specific requirements.

I appreciate your consideration of my portfolio and look forward to discussing how I can contribute effectively to your creative initiatives.

Warm regards,

Bizimana Derrick



Supported Brands





Wallahi wallahi

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