

# Marshal Owach

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Multifaceted Digital Communications Specialist energetically helping companies and organizations communicate both internally and externally. Having over 5 years of experience managing public information events and campaigns; specifically working with websites, social media and other digital communication platforms. Established history of photography, graphic design, copywriting, and social media management. Dedicated to preserving the client's reputations and enhancing all corporate communications efforts.

## Key Skills and Competencies

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- Proven and progressive track record delivering communication services to prominent organizations.
- Possesses a solid grasp of traditional and modern communication processes
- Proven ability to analyze metrics to determine weaknesses in communication efforts.
- Corporate Relationship Development
- Expanded computer skills, especially; Microsoft Packages, In-design, Adobe Illustrator, Web Design, Adobe Photoshop, PDF, E-mail, and Internet
- Sound technical expertise about web content, setting up and managing social media campaigns, creation of content for social media marketing campaigns, utilization of Facebook Ads (plus Twitter Ads) to promote social media pages, and Search Engine Optimisation.
- Expert at taking high-quality resolution photographs for social media, websites, and other publications.
- Management of brand promotion and niche market advertising across digital channels.
- Highly skilled in effectively coordinating, and disseminating information clearly and concisely to both internal and external audiences.
- Adept at managing internal policies, processes, and procedures generally and in particular those related to project administration, implementation, and evaluation, technical cooperation, programming, and budgeting.
- Adept at communications, events management, publications, and developing marketing collateral, both print and digital.

## Education Background:

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**Certificate in Digital Marketing:** Victoria University, May 2019

**Certificate in Graphic Designing:** Aptech Computer Education, November 2018

**Bachelor of Business Computing:** Uganda Christian University, 2013 – 2016

## Work Experience:

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### **January 2023 - To-date | Digital Strategist / Head of Operations - Kampala Analytica**

An independent Policy Think-Tank Reimagining Policy, Business and Civic Engagement within the context of industry 4.0 and 5.0.

- Develop and implement digital strategies aligned with organizational goals.
- Provide operational leadership for smooth workflow and efficiency.
- Manage and mentor team members to foster high performance.
- Serve as primary client contact for effective communication and service delivery.
- Manage budgets and evaluate ROI for digital initiatives and operations.
- Collaborate cross-functionally to achieve organizational objectives.
- Stay updated on industry trends and technologies for innovative strategies.

### **January 2020 - December 2022 | Digital Operations Officer – Great Lakes Institute For Strategic Studies (GLISS)**

The Great Lakes Institute for Strategic Studies (GLISS) is Africa's leading independent public policy research and do think tank based in Kampala, Uganda.

- Manages and creates captivating content for GLISS' social media platforms and YouTube Channel.
- Monitors GLISS website's functionality, appearance, and performance.
- Collects and organizes content to be uploaded to the GLISS website.
- Oversees in-house media coverage of GLISS events.
- Handles all GLISS online meetings and calls.
- Offers technical advice on necessary digital or IT strategies to be taken up at any given moment
- Supports the development of information and communications instruments and materials for awareness-raising campaigns, including briefing materials and press releases.

### **January 2021 – April 2023 | Digital Communications Consultant – Vine Entertainment Group**

A gospel music promotion and events management company.

- Develop and aid in the implementation of comprehensive digital communications strategies.
- Collaborate with cross-functional teams, including marketing, public relations, content creation, and design, to ensure cohesive and integrated digital communications efforts.
- Create compelling and relevant content for various digital platforms, including articles, blog posts, social media updates, videos, infographics, and podcasts.
- Manage and optimize digital channels, including websites, social media platforms, email marketing, to enhance brand visibility and user engagement.
- Identify opportunities for strategic partnerships, collaborations, and influencer engagements to amplify the company's brand messaging and extend its digital reach.

### **June 2022 – June 2023 | President – Rotaract Club of Bugolobi**

A community-based rotaract club that aims at fostering leadership and responsible citizenship.

- Oversee the overall operations and activities of the club.
- Provide strategic direction and guidance to ensure the club's objectives align with Rotary International's goals and values.
- Preside over club meetings, setting the agenda, and ensuring efficient and effective discussions.
- Collaborate with the club officers and communities to plan and implement projects, programs, and fundraisers that serve the community.
- Represent the club at Rotary district meetings, conferences, and events, acting as an ambassador for the club and promoting its initiatives.
- Oversee the club's budget and financial management, ensuring responsible stewardship of club funds and resources.

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### **January 2019 – June 2023 | Public Relations Officer – Rotaract Club of Bugolobi**

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- Develop and implement effective public relations strategies to promote the activities and initiatives of the club.
- Create and distribute press releases, media advisories, and other written materials to local newspapers, radio stations, and online platforms, and act as a primary point of contact for media inquiries.
- Manage the club's social media accounts, including regular posting, engaging with followers, and monitoring online conversations.
- Create compelling and engaging content, such as graphical flyers, photos, articles, blog posts, and newsletters, to inform and engage the club's members and the public.
- Serve as a spokesperson for the club, delivering key messages and representing the club at community events, meetings, and functions.

### **January – June 2020 | Digital Executive – The Pearl Guide Ltd, Kanjokya Street, Kampala**

- Created social media content for the company's digital clients and managed the social media pages. The brands directly handled included; CIROC Vodka, The Singleton Whisky, and Captain Morgan Gold Rum.
- Created highest level professional quality content each month, which content was used to promote the brands' products on various social media pages.
- Partnered with Jumia Uganda on an E-Commerce campaign that enabled Captain Morgan Gold Rum and The Singleton Whisky to garner over 1 million impressions within 4 months.
- Orchestrated the successful launch of several social media marketing campaigns; igniting award-winning results.
- Established a social media KPI (Key Performance Indicators) metrics to determine the ROI of efforts.

### **January 2018 – December 2019 | Digital Marketing Executive – Prime Animate Agency, Old Port Bell Road, Luzira – Kampala**

Prime Animate is a Social Media Management and Search Engine Optimization Agency

- Built [Biplous Furniture Store](#)'s Facebook following to over 75,000 likes, and consistently posted each new furniture addition to their furniture store, making them easily accessible online.
- Increased Riham Soda and Rockboom Energy Drink's online reputation and following, and decreased the big gap competitors like Coca Cola and Red Bull had against them.
- Created various metrics-focused post-mortems and point of view documents that outline performance and key learnings.

### **January 2017 – December 2017 | Digital Marketing Executive – Seven Uganda Ltd, Nakawa – Kampala**

Seven Uganda Ltd (Seven) strives to empower SMEs and local companies by providing them with effective advertising, PR, and marketing strategies.

- Built huge page followings and professionalized the content posted on Quality Supermarket, Kids World Water Park, and Kids World Gaming Arena's social media pages.
- Worked on the development and implementation of new online marketing strategies to increase sales and brand awareness - increased sales by at least 30% for all clients within one year.