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Portfolio

WAITHERA MBURU

Marketing Strategist & Brand Growth
Specialist



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I am Waithera Mburu

With over five years of experience in digital marketing, event production, and creative partnerships, I've built a career around elevating brands, inspiring audiences, and curating meaningful experiences. Each project I take on is rooted in intention. I prioritize purpose, audience insight, and authentic brand expression. In this portfolio is a collection of some of the brands and projects I've collaborated with—each representing a distinct season of impact, innovation and evolution.

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Brands I've Worked With

I partner with purpose-driven brands that see beyond profit—those rooted in transformation, experience, and meaning. Whether female-led ventures, impact-first organizations, or travel and culture-focused collectives, I collaborate with those who dare to connect deeply, grow consciously and leave legacies worth remembering.

*Aligned
with
intention*



Nthenya™

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Nthenya Image & Etiquette – Curating Confidence Through Strategy

At Nthenya Image & Etiquette, I worked closely with the founder to amplify brand visibility and shape thought leadership. I managed social media content across platforms, resulting in over 1,000 organic followers in just six months. I co-authored tailored branding journals for both men and women, and our efforts translated into ten fully booked etiquette classes in 2022. I also introduced branded merchandise as a new revenue stream, while strengthening client relationships to enhance satisfaction and retention.

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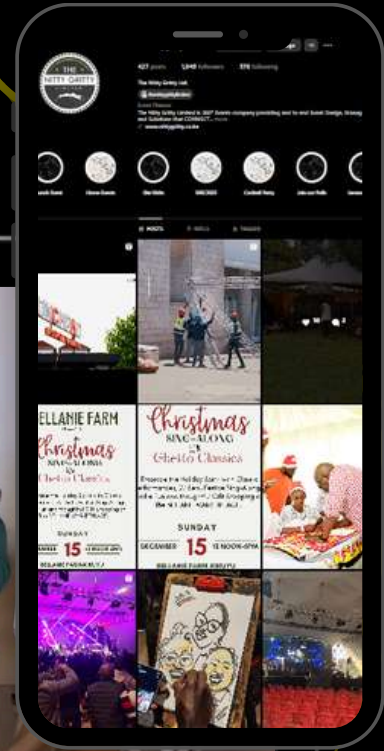


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The Nitty Gritty Limited - Event Magic Meets Strategy

For The Nitty Gritty, I designed and implemented digital strategies that elevated the brand's visibility across Instagram, Twitter, and their company website—achieving a 20% increase in engagement within a year. My work extended to high-stakes events like Jack Daniels Brothers of the Grill and Heineken/Desperado launches, where I facilitated supplier management, proposal design, and pricing strategies. From weddings to branded corporate experiences, every event was crafted with detail and cultural relevance.

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Samar Systems – Tech Meets Community Engagement

At Samar Systems, I spearheaded CSR programs that engaged youth in Kilimani, launching monthly cleanups through partnerships with Nairobi Metropolitan and NGO Future Kenyans. I also helped onboard five schools to the company's digital platform and led training sessions for administrators, teachers, and parents—ensuring 100% system adoption. Additionally, I designed branded uniforms and materials that helped increase the company's visibility across the education sector.



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Kilifi Wellness Festival- Building a Wellness Movement

My partnership with Kilifi Wellness Festival spans two years of growth and expansion. In 2023, I executed strategic ticketing campaigns, recruited vendors, and secured Greenspoon as a sustainability-aligned sponsor. I also built digital campaigns targeting wellness travelers abroad, boosting international visibility. In 2024, we grew attendance from 80 to 130 guests, onboarded 25 vendors, and activated community marketing through an organic farmers' market. Collaborations with influencers helped elevate the festival's media profile and authenticity.

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OL LOSOWAN



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Ol Losowan - A Hidden Gem Repositioned

For this serene retreat, I crafted a social media strategy that led to 300+ organic followers in three months. I brought on influencer families like The Mani Family and Where Next Family to tell immersive stories about the destination. Through storytelling and visual branding, we repositioned Ol Losowan as a charming, family-friendly getaway—resulting in a measurable uptick in bookings and brand recognition.

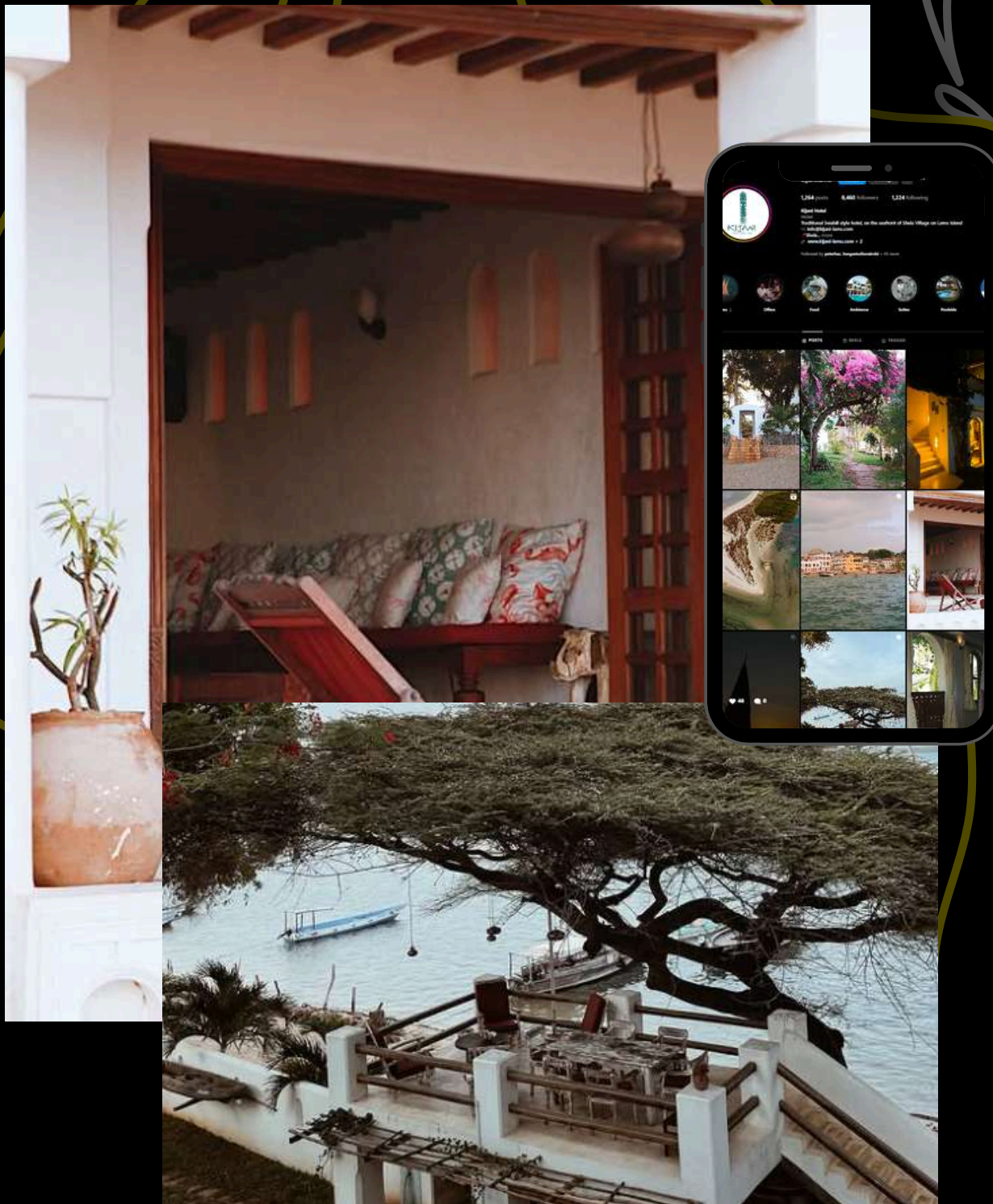


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Kijani Lamu – Coastal Charm Meets Wellness Culture

Kijani Lamu's brand required a refresh to align with evolving wellness trends. I enhanced their digital engagement through interactive content, curated menus with local inspiration, and introduced seasonal offers to sustain guest interest. Promotions were designed to reflect both the brand's charm and its growing wellness ethos, helping position it as more than just a coastal stay, but a lifestyle destination.

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Karibu Kenya - Journey Into the Wild

With Karibu Kenya, I oversaw social media growth by producing visually compelling safari content and engaging with online audiences in real time. Our posts inspired inquiries and led to confirmed bookings. I also ran targeted Meta ad campaigns to reach adventure seekers, wildlife lovers, and luxury travelers, ensuring each ad was tuned to maximize ROI and relevance.



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In Good Company

Brands I've Envisioned - Current Projects & Products

Beyond collaborative client work, I also shape and steward my own brands—spaces where storytelling, strategy, and design collide with intention.



Le Femme

Le Femme is a soulful reflection of feminine power—rooted in Afrocentric heritage, storytelling, and sacred self-expression. It is a quiet rebellion and a bold affirmation, honouring the many layers of womanhood: intuitive, radiant, resilient. Le Femme exists as a space where culture meets creativity, where being a woman is deeply felt, seen and celebrated.

Everyday Tools for
Extraordinary Women



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Le Femme

Le Femme honors womanhood in all its complexity and strength. Everyday lifestyle items, such as wearable totes, handpicked accessories, and decorated notebooks, are converted into declarations of identity and inner strength by drawing inspiration from Afrocentric aesthetics. Every item sold under the Le Femme brand is made to inspire, motivate, and deeply connect with contemporary women who are living purposeful lives. Le Femme is a physical representation of feminine energy.



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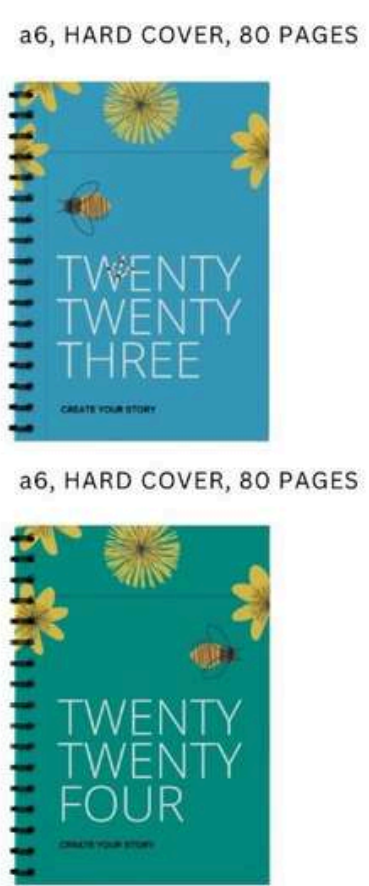


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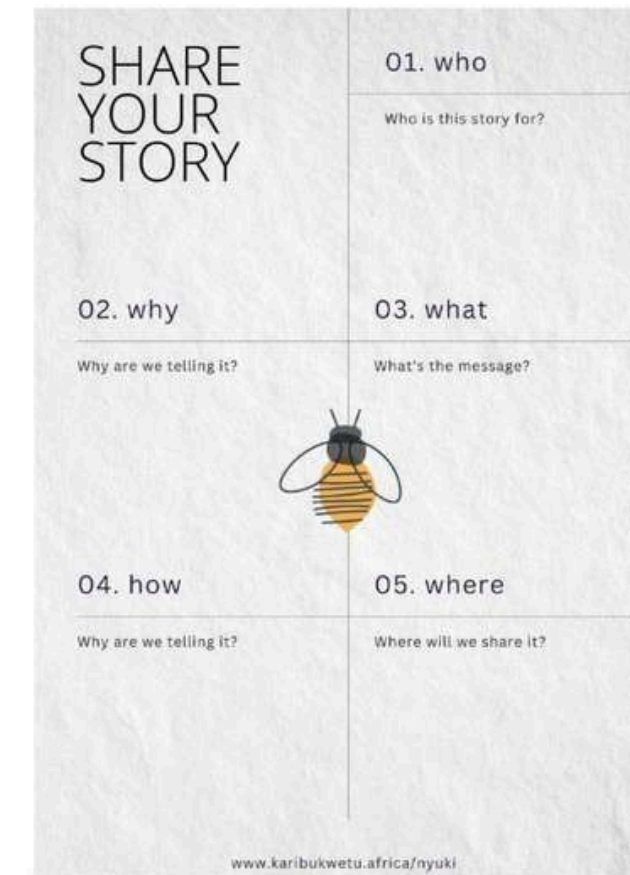
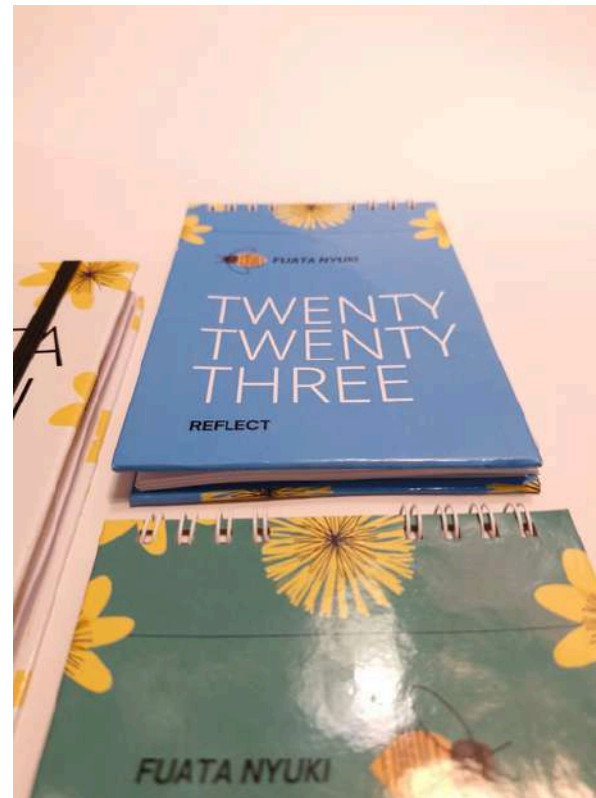
Fuata Nyuki

The philosophy of Fuata Nyuki is one of pursuit. The business provides gift packages, motivating materials and customizable notebooks that promote introspection, goal-setting and mindfulness. Every article is designed to help people stay focused on their why, gain clarity, and generate momentum.

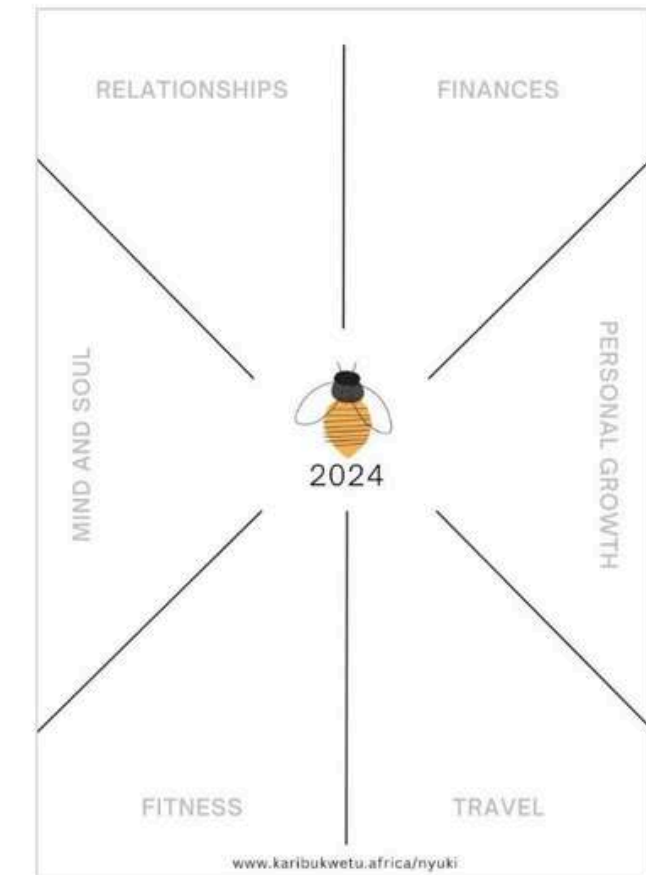
Where Purpose
Meets Pursuit



A6 DESKTOP CALENDAR,
70 PAGES



A2 POSTER



A2 POSTER

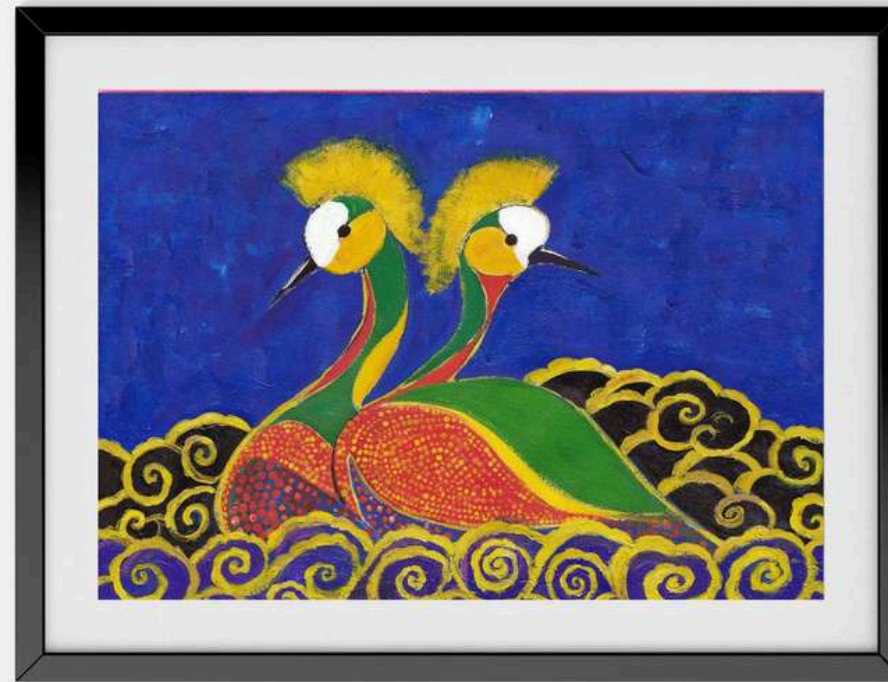
The Silot

A curated canvas of creativity, The Silot is an evolving art concept spotlighting female-led visual expression across Africa. Co-created with fellow women artists and thinkers, it reimagines traditional art spaces by merging interior décor with East African stories through collectible pieces on canvas.

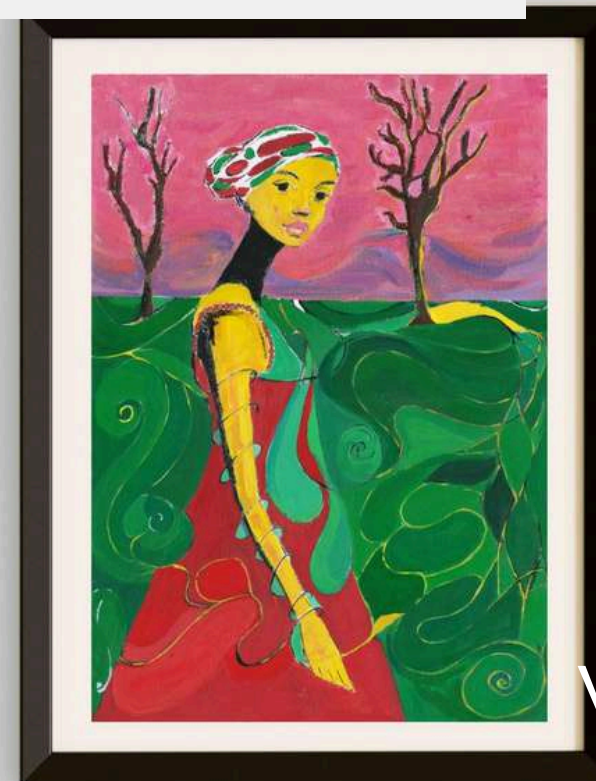
Where Purpose
Meets Pursuit

BIRDS

TWO CROWNED
SOULS, IN A SILENT
DANCE AGAINST
THE DEEP BLUE
EXPANSE



SIDE NATURE'S
RS, ENTWINED
I THE EARTH'S
RNAL RHYTHM



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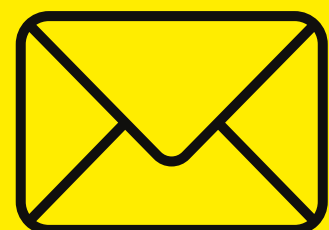
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*Get in
touch*



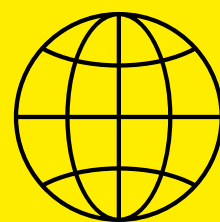
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Every story deserves to be seen, heard and felt.

If you're ready to shape yours with intention—through brand building, storytelling, or purpose-driven experiences—I'm here to collaborate.



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