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**COMPANY PROFILE**  
-2019-



*Let there be, Excellence.*

# WHO WE ARE

***We're a multi-talented company,  
based in Nairobi, Kenya.***

*Its simple, we are a brand identity firm that help our clients to make decisions about how people see them & interact with their products and services.*

## ***Our ABC***

*One of the important factors in a customer's decision of whether to use a product is usually the brand's visual presence, which can help a product stand out from the rest of what the market has to offer.*

*We like to be incorporated in your strategy to synchronise with your idea and walk with you to realise them gracefully.*

***Branding Experts  
Strategists  
Designers  
Writers  
Illustrators  
Collaborators  
Specialists  
Social Media Strategists***

# WHAT WE ARE

# WHAT WE AREN'T

***A Full Service Agency  
A Marketing Firm  
A PR Firm  
Web and App Programmers  
SEO Experts  
Generalists***

# LET'S BREAK IT DOWN

## LAYOUTS & GRAPHIC DESIGN

All things artwork

We think in pictures. Let us sketch your thoughts and encapsulate them into an image and design that will blow your and your clients mind! Anything within the design spectrum.

Sketch-works.  
Artworks.  
Drawings.  
Designs and Designers.

## SOCIAL MEDIA

Every step you take

Facebook, Twitter, Instagram and other networks. It is how our world connects today. Don't get left behind, let the experts help you. It is more than posting and updating your status.

Managing Accounts.  
Wonderful Campaigns.  
Lead generation.  
Brand promotion.

## WEB DEVELOPMENT

The internet and you.

You are running a business in this age, you NEED a website period! We have been developing sites since 2010, and we have grown with the technologies. Talk to us about yours.

Website concepts.  
Content Management Systems.  
Site management.  
Upgrades & overhauls.

## BRAND & IDENTITY

Corporate Management

To be your Brand Creator, Promoter and Protector – Home and Abroad! This is our vision. A name is worth more than riches. How much is yours worth?

Brand & identity design.  
Brand Manuals.  
Product Design  
Signages  
Managing consistency.  
Merchandise & activations.

# MEET THE TEAM



## John Njogu

Lead Consultant & Team leader

**The Baker**

*Baking makes me focus. On weighing the sugar. On sieving the flour. I find it calming and rewarding because, in fairness, it is sort of magic – you start off with all this disparate stuff, such as butter and eggs, and what you end up with is so totally different. And also delicious.*

~ Marian Keyes

This is pretty much what I enjoy doing, only I love doing it to brands. I enjoy the whole process of putting small things into place so that your product can arrest the emotions of your target audience. It is how I like telling your story! Other than that, I enjoy long drives, walks, a good book and hot chocolate. I miss being young and walking around the village without shoes – I think Africans are the real heroes and that you will love our work.

Nairobi Institute of Technology (NIT) alumnus.

<b>Full Name:</b> John Njogu Kanyiri	<b>Education:</b> Nairobi Institute of Technology (2007)
<b>Experience:</b> Graphic Designer (2008-2016) Web Developer (2010-2016) Communications Director (NARPOK) Webmaster (IPA) Webdeveloper & Designer (Nyumba Kumi) Brand Strategist	<b>Languages:</b> English Swahili Sheng



## Arlene Ayirah

Customer Relations & Digital Head

Many say I am fierce and I agree with them. But the beauty of the fierceness in me is that it all flows from one thing – passion. I love people and I like to see them happy and smiling. That means for you, I will go out of my way to see you smile. I am not your ordinary type of lady; I come with a lot of mystery and extraordinary surprises and I make things happen.

My mantra- be kind. Treat everyone nicely, your gateman, your boss, your grocery guy, yourself even. You never know where you meet the other person in a year or two. Well let me not tell you too much about me lest I kill the mystery. Come see us and experience the beauty of crazy, innovation, fun and excellence.

<b>Full Name:</b> Arlene Ayirah	<b>Languages:</b> English Swahili Sheng
<b>Education:</b> Multimedia University of Kenya (2018)	
<b>Experience:</b> TV Show Host Big Dreams Production (2014-2015) Radio Host- Sahara Media Mwanza- Tanzania (2017) Radio Producer MMU Radio (2017) Digital Content Creation (Triple Edge Media) Blogger - <a href="https://wordpress.com/view/yadahfullness.wordpress.com">https://wordpress.com/view/yadahfullness.wordpress.com</a>	



# MEET THE TEAM



I am an out of the box creative with a hunger to learn and change the world a design at a time. I love life and would jump on opportunities to do something amazing with my life. I enjoy cooking, music and poetry concerts that draws creatives to one place.

I believe an amazing social profile requires creative content, bright ideas and a pinch of marketing magic and that's where I thrive and I do what I do. I also believe humor is the best medicine and try to put a smile in people through everything I do.

**Full Name:** Denzel Kwanga

**Education:** Jaramogi Oginga Odinga University Of Science & Technology

**Experience:** Graphics designer (2017-2019)  
Mentor/peer educator(2014-2016)

**Languages:** English  
Swahili  
Sheng  
Luo

Graphic Designer  
**Denzel Kwanga**



**Kevine Mbacha**  
Lead design & Production

Kevine is a young thinker.

A teachable and creative problem solver a master of improvisation. In matters of graphics and motion design I help brands express themselves right to their target market.

I enjoy meaningful conversations, good food, new experiences and challenges whose outcomes make me wiser.

Why follow a path while you can burn a trail.

**Full Name:** Mbacha Kevin

**Education:** Shang Tao Media Arts College ( 2011 - 2013 )

**Experience:** Multimedia Graphic/Motion Designer (Since 2014)  
Corporate Photographer (2019)

**Languages:** English  
Swahili  
Basic French



I got a passion for programming 2<sup>nd</sup> semester freshman year Uni. Personally, I'd say, the feeling that comes with coding is "power". Imagine making tech bend to your will. At my core, I operate on Imagination, Individuality, Inclusivity, excellence & Impact. I deliver optimistic and diverse experiences. In addition, I bring my clients' dreams to life. I make magic. I dream it, and then do it every day reinventing what's possible.

**Full Name:** Samuel Odak

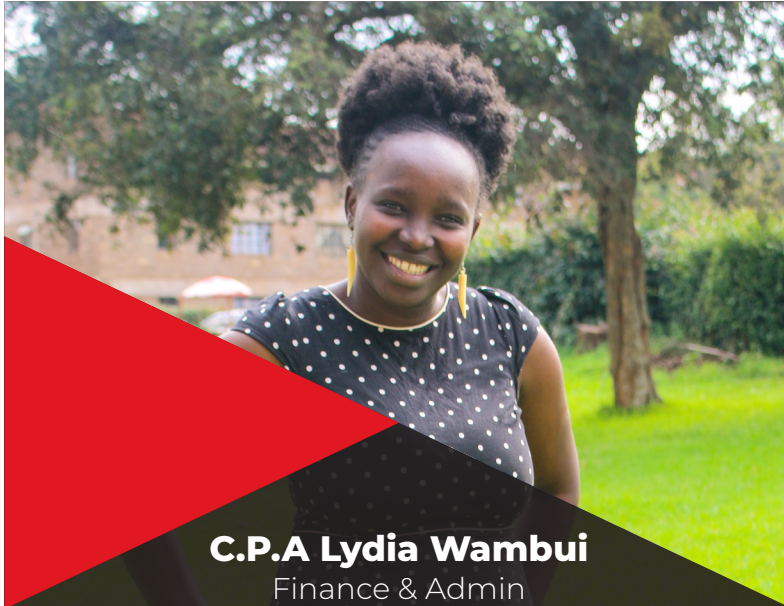
**Education:** Technical University ( 2014 - 2019 )

**Experience:** Freelance developer ( 2014 - 2018)  
Developer at lambrand (2018 - current)

**Languages:** English  
Swahili

Web Developer  
**Samuel Odak**

# MEET THE TEAM



**C.P.A Lydia Wambui**  
Finance & Admin

I love being organized, this is because it helps me not look for things and also I believe having good finance system plays a huge role making sure money doesn't fall in the cracks and we save every coin.

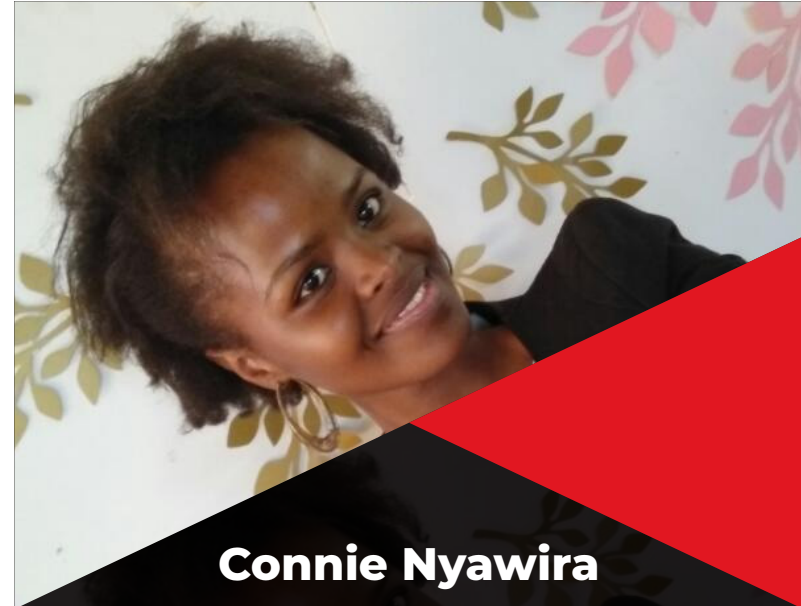
*"Every organization rises and falls on leadership"*

**Full Name:**  
Lydia Wambui

**Experience:**  
B.A Commerce, Accounting option.

**Education:**  
C.P.A - K

**Languages:**  
English  
Swahili  
Sheng



**Connie Nyawira**  
Content Creator & Marketing

When passion meets creativity, magic happens. I am a problem solver who is aesthetically inclined to divergent thinking. I am always open to new ideas which extends my thinking to developing solutions outside my cap of magic.

I have playful intellect around the problems presented which prompts fun and impressive results. I am more than comfortable around amazing food, good music, healthy talks and a goal and open-minded team.

**Full Name:** Constance Nyawira Kaburu.

**Education:** Kenyatta University.

**Experience:** Marketing at Zawadi Limited (2015).  
Human Resource Management (2016 - 2018).  
Content Creation - Wikipabu (2019).

**Languages:** English  
Swahili  
Kikuyu

Sheng  
Baby Language

# CLIENTELE





# CLIENTELE



# CONTACT US

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**hello@iambrand**



**Karen Shopping Centre,  
adjacent to the Post Office.**

*Weaving your brand into peoples' daily lives!*