



## Telling Corporate and Human Interest Stories Extremely Well.

**Naomi Wangombe** is the Lead Consultant at Story Well Told Consultancy. She is a skilled communicator with over 20 years' experience, having worked for the world food giant Nestle, where her last position was Corporate Communications and Public Affairs Manager for the East African cluster countries. Previously, she held the position of Consumer Services Manager at Nestle Kenya

Naomi is a master in the art of writing compelling messages and using communication to persuade and bring about positive changes in business and in the community.

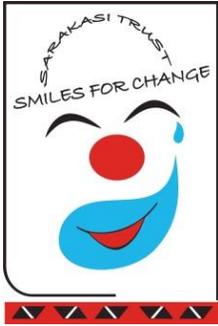
She brings excellence and integrity in every undertaking; attributes that saw her picked out from nominations across various countries to win the coveted Nestle Eastern and Southern Africa Region "Exceptional Work Attitude" Award.

Naomi holds a BA Degree in Communication (PR Major), and an MA Degree in Communication (Corporate Communication major) both from the renowned Daystar University.

### RANGE OF SERVICES OFFERED

- ✚ Documenting success stories for NGO, CSR and other projects;
- ✚ Ghostwriting for autobiographies and general books;
- ✚ Professional writing and editing;
- ✚ Communication audits and recommendations on PR/CSR optimization;
- ✚ Training on effective and persuasive business communication;
- ✚ Training on effective customer service;
- ✚ Customer satisfaction and feedback profiling for organizational improvements;
- ✚ Training on writing skills for getting corporate stories featured in the media;
- ✚ Individual profiling, training and prepping for media preparedness and interviews.

## ENDORSEMENTS



The mission of Sarakasi Trust (Hospital Project) is to promote health and wellness of vulnerable children through art and play therapy. We rely entirely on donor funding for our continued sustainability. Using her wealth of experience in the corporate world, Naomi gave us excellent communication advisory services and guidance on how to effectively package our communication to increase our chances of getting consistent funding.

Naomi guided us on the dynamics of potential corporate donors so that even as we make appeals for our noble cause, we also adequately take cognizance of their business strategies and interests.

Last but definitely not least, Naomi connected us with strategic partners, e.g. the United Nations Global Compact and our interaction with them has enhanced the visibility and reputation of our humanitarian programs with other reputable organizations.

**Kevin Omolo – Finance and Administration Manager,**  
Sarakasi Trust Hospital Project (Smiles for Change)



Naomi did consultancy work for us that entailed providing advisory services on optimal use of our communication tools and platforms. She audited our communication materials, visited various projects, met beneficiaries and documented priceless success stories on the positive impact of our NGO in the community.

Her comprehensive final report included valuable content for generating press releases and as supporting material for reports to our local and international donors.

A particular strength of Naomi is her ability to translate abstract respondent narrative into a clear and meaningful message weaved into a compelling story and adapted to the intended audience.

As a writer, Naomi applies high quality communication standards. She is a good writer with excellent presentation skills. She is an independent thinker, coordinates her work well and always meets her commitments. The team at Agrics Kenya Ltd and I found working with her to be very fulfilling.

**Wycliffe Ouma - Former Projects Manager**  
AGRICs Kenya Ltd

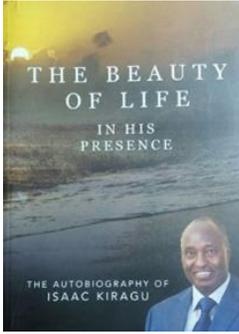


I have had the pleasure of working with Naomi on a variety of projects over the past four years. She is an excellent editor who always delivers finished, professional and polished communication material while retaining our voice and messaging.

Being a great writer herself, Naomi readily suggests effective ways of improving our writing.

I am always happy having Naomi on my team as she is strongly client-focused and meets timelines. She is someone you feel comfortable with and one who you feel understands your business.

**Meloreen Mbutia, Director of Programs**  
QUEFA – Quality Education for Africa Policy Centre



Naomi Wangombe of Story Well Told Consultancy was instrumental in the publishing of my autobiography, “THE BEAUTY OF LIFE in His presence”, a 468-page book which she edited. This and another of my book have gone far and wide in Kenya and also reached many other nations like Israel, Germany, Switzerland, USA, Canada ...etc. They are also on Amazon as e-books.

Naomi facilitated my being profiled in SME Business Magazine, and my featuring as a guest in interviews on Family Radio, Family TV and Hope TV. I highly recommend Naomi as a consultant in all matters of writing, editing of books, magazines and other forms of articles.

The beauty with Naomi is that she likes her job and does it with zeal and excellence as a professional. I have known Naomi for more than ten years and she has never disappointed me.

**Presbyter Isaac Kiragu**  
Author and Pastor – Chrisco New Life Church



I had the pleasure of working with Naomi both at Nestle and at FONDA. She impressed me with her ability to be articulate about difficult concepts and texts, her sensitivity to the nuances within writing and literature, and her passion for reading, writing and creative expression.

I highly recommend Naomi as I am certain she is going to continue doing great writing and editing in her future roles.

**Cyprian Ouma**  
FONDA

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## CAREER SUMMARY



I am a Kenyan female who has helped shape the communications agenda of an international organization (Nestle) where I worked for 19 years, rising through the ranks to the position of Corporate Communication & Public Affairs Manager for the Eastern Africa cluster countries. My track record is excellent in among other areas; corporate communication, consumer services and administration, content creation, digital and social media content management, managing CSR and humanitarian projects, internal and external stakeholder management, company image and brand building, and critical decision making.

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## PROFESSIONAL SKILLS

- Corporate communication management
- Shaping & refining effective communication strategies
- Effectively using research to innovate/renovate
- Communication consultancy & advisory services
- Consumer services & satisfaction
- Branding, image building & reputation management
- Managing CSR & humanitarian projects
- Professional editing & ghostwriting
- Negotiation & analytical skills
- Language skills (English, French & Swahili)

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## WORK EXPERIENCE

### COMMUNICATION PRACTITIONER | INDEPENDENT WRITER | EDITOR - Story Well Told Consultancy (2016 to-date)

#### Duties and Responsibilities

- **Writing & Editing:**
  - Professional, creative & academic writing, editing and ghostwriting.
- **Public Relations:** PR management and effective profiling of professionals that gets them platforms to feature in broadcast and print media.

#### Key Accomplishments

- Professional editing for Quality Education for Africa (QUEFA) Policy Centre.
- Editing autobiography of Presbyterian Isaac Kiragu, which is available worldwide in hard print and Amazon <https://www.amazon.com/Autobiography-Presbyter-Kiragu-beauty-presence-ebook/dp/B079YQXY91>
- Ghostwriting about the life and memoirs of 2 influential and now retired female senior citizens.
- Writing book for Pastor Grace Emmanuel (Chrisco Church) on her life and ministry work.

### COMMUNICATION CONSULTANT – ICS (Agrics) Kenya Ltd (Aug – Sept 2015)

AGRICS is affiliated to ICS – Netherlands and is a social enterprise in East Africa that builds sustainable business by providing smallholder farmers with access to farm inputs, capital, innovation, knowledge and markets.

#### Duties and Responsibilities

- **Consultancy:** Refined their communications strategy and provided advisory services on more optimal use of their communication tools and platforms.
- **Auditing:** Audited their communication on projects which included visiting various agricultural and water projects and meeting beneficiaries.

#### Key Accomplishments

- Provided a comprehensive report with findings and recommendations for a revitalized communication strategy.
- Reviewed the adequacy of Agrics' communication materials and recommended improvements including the provision of press release and other templates to be used in stakeholder communication.
- Trained the NGO's Communication Officer on effectively angling stories for increased media acceptability and coverage.
- Interviewed beneficiaries on the ground and documented priceless success stories on the positive impact of Agrics' projects in the community. This provided valuable and legitimate content to use in generating press

releases and as supporting material for reports to local and international donors.

### **COMMUNICATION CONSULTANCY (VOLUNTEER BASIS) - Sarakasi Trust Hospital Project (April – June 2015)**

*The Sarakasi Trust Hospital Project is a special project under Sarakasi Trust that provides a tailor-made edutainment program bringing art and laughter to vulnerable children living in difficult circumstances.*

#### **Duties and Responsibilities**

- **Consultancy:** I worked with the STHP strategy team and assisted them to redesign their communication strategy and particularly their messaging so as to increase their chances of attracting and obtaining consistent corporate funding. Being a Project that relies entirely on donor funding, an effective communication strategy is vital to its operations in Kenya.

#### **Key Accomplishments**

- Using my years of expertise in the international corporate world, I guided the Sarakasi team on how to structure their proposals to resonate with Corporates' benevolence and CSR agendas in order to increase their chances of getting more and consistent funding.

### **CORPORATE COMMUNICATION & PUBLIC AFFAIRS MANAGER – Nestle East Africa Cluster (2013 – Feb 2015)**

*Nestle East Africa Cluster was part of the greater Nestle Equatorial African Region that managed administrative and logistical support in the provision of Nestle food products to 22 Eastern Africa countries.*

#### **Duties and Responsibilities**

- **Corporate communication & external stakeholder management:**
  - Provided leadership and coordination for all PR and communication activities and supported the development and implementation of communication strategies to enhance the image and positioning of Nestlé Kenya through effective public, corporate and media relations.
  - PR support to Nestle brands in marketing activities that required media coverage.
  - Ensured effective and appealing communication to portray Nestlé's image as a world leader in nutrition, health and wellness.
  - Hosting of government officials, the business, academic and scientific community for Nestle factory and head office tours.
- **Project Management:** Management of key CSR projects that focused on promoting good health and nutrition for school children, and providing technical agricultural support for farmers.
  - The projects were: Nestle Healthy Kids Program, the NESCAFE Plan; and the Nestle Dairy Project. Managing these CSR programs involved foundational strategy meetings and regular engagements with government and ministry officials, project managers and beneficiaries.
- **Networking:** Building partnerships with like-minded stakeholders, for example, the United Nations Global Compact (UNGC) local Secretariat in support of their work to promote ethical and environmentally friendly business practices.
- **Company Literature & Social Media Engagement:** Overseeing the design and production of publications including press releases, reports, brochures and newsletters, and providing a critical and objective review of social media content to align with the company's voice.
- **Internal stakeholder management:** Designing and executing an excellent internal stakeholder communication strategy including coordinating monthly staff meetings aptly titled "Tuongee" that enabled staff to air their views to management in a friendly atmosphere, and also allowed recognition of staff contribution both at factory and head office level.

#### **Key Accomplishments**

- Directed the production of a mini-documentary on The NESCAFE Plan following the CSR project winning a global award. This documentary was aired at the global awards ceremony in Columbia.
- In partnership with the Nestle technical team, spearheaded a successful launch of technical support to dairy farmers under a Rural Outreach Program founded by Prof. Ruth Oniang'o. This initiative received very positive media coverage.
- Oversaw the development of teacher training manuals under the Nestle Healthy Kids Program in collaboration with a Nutrition Professor, with the aim of partnering with the Kenya Institute of Curriculum Development to

provide the materials to primary school teachers to aid their teaching on good nutrition.

- Launched the first Nestle East Africa cluster Newsletter covering content from Kenya, Uganda, Tanzania, Rwanda and Ethiopia.

## **CONSUMER SERVICES MANAGER – Nestlé Kenya Limited (2003 – Jan. 2013)**

*Nestlé Kenya Limited supplies food products to the local market, in addition to exporting to some EAC, COMESA and European markets.*

### **Duties and Responsibilities**

- **Company Branding & Positioning:**
  - Enhancing the image and positioning of Nestlé Kenya by ensuring effective handling and resolution of consumer complaints.
  - A key member of the Nestle Crisis Committee to ensure effective resolution of product-related crisis situations.
- **Customer Service:** Interface with the Quality Assurance department to ensure customer satisfaction and comprehensive root cause analysis on consumer complaints.
- **Research:** Working with the research and development teams to ensure that where feasible, consumer feedback is incorporated in product development or recipe changes.
  - Consumer research and engagement – focus group discussions, in-home visits and product prototypes tasting sessions in Kenya and other countries (Tanzania, Zambia, Zimbabwe, Mozambique, and the Democratic Republic of Congo). Consumer insights gained led to the launch of a variety of MAGGI food seasonings for markets across Africa.
- **Stakeholder & Client Engagements:** Stakeholder engagements with relevant consumer protection bodies e.g. Kenya Bureau of Standards.

### **Key Accomplishments**

- Drafted the Standard Operating Procedures (SOP) for effective management of consumer complaints, in partnership with the Quality Assurance Manager.
- Averting several potential crisis situations including an alleged illness-related complaint by a key Consumer Protection Agency in Uganda. The Uganda complaint involved an anchor product in this market and the potential image and business loss to the Company would have been massive if the issue had not been properly and effectively addressed. Management of the crisis involved extended communication and travel to Uganda.
- Wrote the script for a documentary celebrating 40 years of Nestlé in Kenya and directed its production in partnership with a PR agency. The documentary was distributed to stakeholders in Kenya and to other Nestle companies worldwide.

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## **EDUCATION**

### **Academic Training**

**MASTER'S DEGREE IN CORPORATE COMMUNICATION** – Daystar University (2011)

**BACHELOR'S DEGREE IN COMMUNICATION (PR Major)** – Daystar University (2009)

**PRINCIPLES OF SALES & MARKETING** – Marketing Society of Kenya (2004)

**MANAGEMENT CERTIFICATE | Institute of Leadership Management (ILM) U.K.** – Strathmore University (2001)

**FRENCH LANGUAGE CERTIFICATE** – Kenya School of Government (1992)

**COMPREHENSIVE SECRETARIAL TRAINING** – Queensway College (1988 – 1989)

### **Professional Training**

**CORPORATE COMMUNICATION AT NESTLE** – Rive Reine Training Centre, Switzerland (2014)

**BUSINESS EXCELLENCE TRAINING** – Kenya Institute of Management (2014)

**CONSUMER SERVICES WORKSHOP** – India (2004) and South Africa (2005)

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## **REFEREES**

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