



HELLEN KABIRU

CREATIVE DESIGNER

SMD CONSULTING ASSOCIATES

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PROFESSIONAL PROFILE

Hellen is a talented, driven & flexible creative specialized in Branding, Publication & Advertising. She has a proven ability to utilizing her creative thinking and problem-solving skills in developing brand communications projects right from inception through production to final delivery. She goes above and beyond to serve clients with honour and distinction ensuring that all work is effective, appropriate, and delivered within agreed timelines.

Her experience spans over seven years with a rich, varied hands-on experience both at frontline and project management levels. Hellen holds a Bachelor in Arts (B.A) in Design (Graphic Design) from the University of Nairobi and a Diploma in Graphic Design from the Graffins College. She's a member of Art Directors & Copywriters Club of Kenya - a professional body for creatives in Kenya.

In her free time, when not creating winning brands, she indulges in photography, travelling, crafts, badminton and swimming. She's also passionate about wildlife, particularly cats. Hellen is the lead creative designer at SMD Consulting Associates, where she oversees brand development & implementation projects for the clients and assist them to grow their business capability through enduring brand collaterals.

STRATEGIC MARKETING INNOVATIONS CONSULTANCY

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