

# AMOS K. RONO

## I'M A CONTENT STRATEGIST



### About Me

An accomplished leader in strategic communications, recognized for exceptional achievements in advocacy, public diplomacy, and networking. Demonstrated expertise in crafting strategic messages, overseeing public relations, multimedia management, and convening professional networks through initiatives like *Cocktail Runs with Rono*, fostering meaningful connections that promote both wellness and career growth.

### Cocktail Runs with Rono

Cocktail Runs with Rono is an exclusive, high-impact event tailored to help high-achieving professionals balance fitness and career. The event includes a technical talk on discipline, a personal journey narrative, and an engaging fireside chat with me, a fitness enthusiast, recreational runner, and recent finisher of the 128th Boston Marathon. Guest speakers, who are experts in both career and fitness, share their insights, making it an enriching experience for those looking to excel in both areas.

### Education

Moi University, January 2008 - December 2012  
Bachelor of Science in Communications and PR

Multimedia University (KCCCT), January 2005 — December 2007  
Diploma in PR and Advertising

### Professional Membership

Full Member, Public Relations Society of Kenya

### Lead, Strategic Content and Coordination, Embassy of the United States-Nairobi

October 2022 - Present

*Deliver executive-level strategic communication and social media management guidance to the U.S. Mission in Kenya. Additionally, provide expert advice on crafting compelling messaging and visuals for the Ambassador's online communications, guaranteeing influential pitches to high-level offline and online audiences. A recent example is Ambassador Whitman's persuasive pitch on trade and investments in Kenya titled "Why Africa Why Kenya."*

### New Media Specialist, Embassy of the United States

May 2013 - October 2022

*Leading digital advocacy and engagement efforts for the Nairobi Public Diplomacy Office and the U.S. Mission in Kenya, I earned multiple awards for promoting the U.S. mission goals.*

### Corporate Communications Officer, Kenya Wildlife Service

August 2007 - February 2013

*Developed and maintained effective internal communications to ensure consistent and unified messaging across the organization. Led the supervision of the brand manual, ensuring adherence to guidelines for logos, mascots, and color schemes to maintain a cohesive and professional brand image.*