

MERCY WIN NJUE

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Strategic Communications | International Development

Driving global campaigns and partnerships for social impact, clean energy, and human rights.

Strategic communications and development professional with a proven track record in designing and implementing multi-platform strategies to build awareness, influence policy, and drive sustainable development. Skilled in stakeholder management, media strategy, campaigns management, and cross sector collaboration with experience in energy, appliance efficient, human health, climate and human right sectors. Adept at navigating high paced environments and leveraging intersection al approached to deliver measurable impact

PROFESSIONAL EXPERIENCE

Evaluation Consultant

RAISE Health Global | Oct 2024 – Jan 2025

- Co-developed evaluation methodology and matrix for health programs.
- Led data collection and analysis (qualitative and quantitative).
- Co-authored final evaluation report and facilitated sensemaking workshops.

Regional Communications Associate

CLASP – Clean Lighting Coalition (CLiC) | Mar 2021 – Jun 2022

- Led multi-regional communications across Africa, Europe, Latin America, and Asia.
- Onboarded 15+ organizations in public health, energy, and climate sectors.
- Supported government engagement in 100+ countries, contributing to the global phase-out of fluorescent lamps.
- Transformed the CLiC website into a multilingual platform.
- Developed brand guidelines and social media toolkits for partners.
- Produced monthly newsletters via Zoho Campaigns and coordinated creation and recording of advocacy videos.
- Collaborated with the South African government to set new water-efficiency standards.
- Supported cross-functional collaboration with the research team through data collection and report dissemination.

External Communications & Media Relations Lead

National Gay & Lesbian Human Rights Commission (NGLHRC) | Feb 2018 – Mar 2020

- Managed all external communications with media, donors, and partners.
- Spearheaded the design and launch of the *#LoveIsHuman* and *#Repeal162* social campaigns, culminating in the strategic placement of 15 high-visibility billboards across Kenya.

- Produced newsletters, annual reports, and communication materials.
- Organized flagship events: Upinde Awards, *#Brunch4Justice*, Uzima Camp.
- Played a key role in resource mobilization and grant writing.
- Oversaw decentralization of the 'Because Womxn' program to 6 new regions.

Other Roles

- Communications Consultant, *Upinde Advocates for Inclusion* | Aug 2020 – Jan 2021
 - Communications Fellow, *FEMNET* | Aug 2016 – Apr 2017
 - Public Relations Fellow, *Eddah's Cancer Foundation* | Jan 2016 – Apr 2016
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SKILLS & COMPETENCIES

- Strategic Campaign Design & Branding
 - Website & Social Media Management
 - Media Relations & Advocacy Strategy
 - Stakeholder Engagement & Community Building
 - CRM Tools (Zoho, Hubspot)
 - Project Management & Training
 - Multilingual Content Creation
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EDUCATION

MSc. Conflict & Development Studies

Ghent University | 2022 – 2024

BA Linguistics, Media & Communication

Moi University | 2012 – 2016

LANGUAGES

- English - Native
- Swahili - Fluent
- Dutch - Intermediate