

Roger Ndayisaba

Phoenix, AZ; Tel: 6157698652; Email: rogernd25@gmail.com; <https://www.rogerndayisaba.com>

Hi, my name is Roger Ndayisaba, a communications specialist with 5+ years of experience creating clear, engaging stories that strengthen culture, align teams, and grow the brand. At Arizona State University, I turned complex engineering research into digestible stories that help communicate the real-world impact of our faculty, students, and partners. I now run Converge Story, a marketing agency helping small businesses in Phoenix get found by their ideal customers online.

Core skills

Content marketing, UX writing, SEO & Web copywriting, Video production and editing, Writing and storytelling, Brand strategy, Digital advertising, Social media management, Graphic and web design, Web development, Email marketing, Marketing analytics, Conversion tracking and CRM integration

Tools I know how to use

Adobe Creative Suite, Davinci Resolve, Webflow, WordPress, Figma, Salesforce, Mailchimp, Claude and other AI tools

What my teammates say about my work

I would just like to add that I have been very impressed with Roger's diligence and follow through on this project. He has been very proactive in keeping this project on track and his efforts are helping to create a new process for handling these types of video projects. Keep up the good work Roger!

— Dan Traynor, Manager of Creative Services, Ira A. Fulton Schools of Engineering, Arizona State University

Marketing and Communications Experience

Converge Story

Phoenix, AZ

Founder

05/26 - Present

Recent achievements

- I designed, built, and shipped 30+ landing pages and full website rebuilds for small businesses in Phoenix to convert more of their ideal customers.
- I planned, launched, and optimized Meta ad campaigns across two accounts. My best lead campaign held a 6.5% click-through rate at \$0.65 a click.
- On under \$1,300 of total spend, I reached 111,000 people and delivered 144,000 impressions.
- I implemented conversion tracking end to end, wiring up the Meta pixel, the server-side Conversions API, and a Typeform-to-HubSpot pipeline so form fills land in the CRM and flow back out as conversion signal.
- Our mail was quietly failing at Microsoft and Yahoo inboxes. I found out why, then configured and verified SPF, DKIM, and DMARC to fix it.
- I built a browser-automation toolkit in Node.js that pulls public business and contact data, replacing two paid scraping services.

Some of what I do day to day

- Write the full copy stack for client funnels: long-form sales pages, video sales letter scripts, email sequences, and ad copy.
- Research a market segment, design the positioning, offer, and pricing from first principles, then test all three against how real prospects respond.
- Use AI tools daily for research, drafting, and quality review, which cuts the time from brief to publishable asset.

Ira A. Fulton Schools of Engineering at Arizona State University

Tempe, AZ

Communications Specialist

02/24 - 05/26

I supported the School for Engineering of Matter, Transport and Energy, particularly.

Recent achievements

- To spotlight ASU researchers' incredible work, I produced, filmed, and edited this video!
- In an effort to highlight students' transformation, I edited this video using existing A-roll and B-roll content.
- In collaboration with a freelance videographer, I produced and directed three videos for each of four engineering programs: materials science, chemical, aerospace, and mechanical. I conducted every interview, coordinated the scheduling, and directed all the lab shoots.
- Working with an animator, I scripted, filmed, directed, and edited this video for a landing page aimed at raising money to support students.
- Working with a team of web developers, I revamped the school's website, migrating from a Divi to a Pitchfork theme, improving site navigation and accessibility.
- Collaborated with web developers, designers, and leadership to align web content with the school's strategic goals.

Some of my daily responsibilities

- Planned, developed, and produced high-quality content to build the school's presence on social media.
- Planned, launched, and optimized paid digital campaigns on LinkedIn to promote the school's programs and aid recruitment efforts.
- Wrote and edited feature-length articles to highlight the school's research developments, academic programs, key partnerships, and student achievements to internal and external audiences.
- Collaborated with HR and leadership to write a quarterly internal newsletter to keep staff and faculty informed and aligned with the school's priorities.
- Oversaw planning, content creation, and updating of the school's websites through collaboration with school stakeholders and the Fulton Schools marketing and communications team.
- Participated in strategic communications planning for the school's projects and initiatives.
- Scheduled, edited, and supported photography and video projects in alignment with the strategic goals of the school and the Fulton Schools of Engineering.
- Provided marketing and communications guidance and expertise to school leadership and other decision-makers.

Inspiritus

Nashville, TN

Inspiritus is a non-profit organization that guides individuals and families on a path from surviving to thriving.

Refugee Social Adjustment Case Manager

05/23 - 02/24

I ensured my clients, refugees resettled to Nashville, Tennessee, had the knowledge and access to resources needed to be self-sufficient.

Here were some of my responsibilities:

- Built networks with nonprofits and service providers, making supporting refugee communities easier.
- Ensured that all services needed by new refugees were scheduled, provided, and documented in the file according to grant requirements.
- Networked and developed personal contacts with other social service providers, including both mainstream providers and those that serve refugees exclusively. Used contacts and networking to create and maintain a database of client services to supplement those that Inspiritus provides.
- Provided health education and orientation to the American healthcare system to clients.
- Produced work plans and case notes for each client's file and entered each client's social adjustment information into the appropriate state database.
- Provided ongoing orientation about issues such as tenants' rights, how to care for a rented apartment, and how to understand a new city, new culture, and new society.
- Referred clients to other programs as needed, such as Economic Empowerment, Intensive Case management, Afterschool, and Refugee Career Pathways.
- Served as an interpreter when language skills were applicable for case services.

African Institute for Mathematical Sciences (AIMS)

Kigali, Rwanda

AIMS is an NGO headquartered in Rwanda on a mission to ensure that "the next Einstein will come from Africa." It has five centers of excellence in South Africa, Senegal, Ghana, Cameroon, and Rwanda.

Communications Officer

3/21 - 09/22

- Collaborated with communications officers in Senegal, Ghana, Rwanda, Cameroon, and South Africa to ensure a unified brand voice.
- Wrote communications documents (e.g., communications strategies, briefing notes, fact sheets, presentations, reports, etc.) for a variety of use cases.
- Wrote talking points for the CEO's virtual speeches and organized the filming of the speeches.
- Led social media content development for the AIMS Global social media accounts, highlighting alumni and women in STEM and advancing education access in Africa.
- Provided support in the production of promotional materials such as videos, photographs, and printing of collaterals.
- Wrote weekly blogs for the AIMS global website, telling alumni stories, showcasing the work of AIMS researchers, etc.
- Organized and hosted Twitter Spaces conversations that encouraged more women to pursue STEM fields.
- Wrote and distributed a monthly internal newsletter to staff and leadership, improving awareness and alignment with the organization's priorities.
- Wrote press releases, blogs, and newsletters highlighting research and alumni impact.
- Supported the organization of AIMS alumni meetups and career fairs in Rwanda, Cameroon, Ghana, and Senegal to connect graduates and potential employers.

Connected Learning in Crisis Consortium (CLCC)

Geneva, Switzerland (Virtual)

CLCC is a non-profit organization that aims to promote, coordinate, collaborate and/or support the provision of quality higher education in contexts of conflict, crisis and displacement.

Communications Intern

10/20 - 5/21

- I helped digitize the 2019 Annual Yearbook by transferring 23 stories to the website and promoting them through social media.
- I created content to promote CLCC via social media.
- I liaised with CLCC members to collect and fact-check information.

Education

Bachelor of Arts in Communications, June 2021

Southern New Hampshire University

Coursework included 'Intro to Advertising Campaigns,' 'Social Media,' 'Foundations of Public Relations,' and 'Organizational Communications'.

Online Courses

- Learn Web Design: I learned how to design websites that stand out and sell using a proven process.
- Webflow 101 Crash Course: I learned the core fundamentals of web development and how to develop fully custom and responsive websites.
- FXF Course: I'm taking this course right now, and learning all things storytelling from Nathaniel Drew, a storyteller with 1.77 million YouTube subscribers. The course covers writing, video editing, shooting, and animation.
- Typography 01: I learned the fundamentals of design and typography from an Emmy award-winning designer, Chris Do.

References available upon request.