

ALVAS ONGURU

Strategic Communications Leader • Storyteller • Brand Builder

Hello there — I'm Alvas.

A communications and marketing leader with 25+ years of shaping stories, building brands, and helping organizations use creativity to move people and shift global conversations.

This is the journey so far.

1997 – 2001 / Senior Copywriter

McCann-Erickson Kenya – Nairobi

Worked on Coca-Cola Africa across 39 countries, building multilingual campaigns and learning the power of cross-cultural storytelling.

2001 – 2003 / Creative Director

DDB–CCL Kenya – Nairobi

Led creative strategy and campaign development, sharpening insight driven communication and team leadership.

2004 – 2007 / Regional Executive Creative Director

ZK Advertising International – Johannesburg

Directed regional campaigns across 13 African markets, advancing financial inclusion and development-focused storytelling.

2012 – 2023 / Joint Managing Partner & Chief Creative Officer

OG+A Integrated Communications Agency – Africa

Co-founded and led an agency focused on development communication, sustainability, and policy advocacy for clients including TDB Group and Bank of Africa.

2024 – Present / Global Head of Communications & Partnerships

Stichting Justdiggit Foundation – Global

Lead global communications, partnerships, advocacy and storytelling for a climate action nonprofit, generating €5M+ in earned media and expanding visibility across Europe and Africa.

WHAT I DO

- Strategic Communications & Brand Leadership
- Advocacy & Campaigns (Climate, Sustainability, Development)
- Stakeholder Engagement & Partnerships
- Content & Storytelling
- Digital Communications
- Cross-border Team Leadership

HIGHLIGHTS

- Led campaigns reaching 20M+ people across Africa & Europe.
- Built and mentored multicultural communications teams.
- Led global climate storytelling recognized by major media.

EDUCATION

MBA, Creative Leadership – Berlin School of Creative Leadership

Bachelor of Education – Moi University

SKILLS

Adobe Creative Suite, Canva, HubSpot, WordPress,

Photography, Videography, Event Branding, Social Media Strategy

LANGUAGES

English (Fluent), Swahili (Fluent), French (Intermediate)