



## Testimonials

These testimonials reflect the growth, clarity, and confidence sparked through Imelda's Brand Lab from students in the Schools of Communication, Business and Economics, Education, and Science, Engineering and Health, to youth leaders and professionals beyond Daystar. Each story is a glimpse of the power of personal branding, digital literacy, and mentorship and these are just a few among many.

*when one rises, others follow.*



### Hezron Sigilai - Entrepreneur

Honestly Imelda has been one of the greatest things that happened to my life. She has helped me in different areas and one is building my personal brand. She has taught me on not just building a brand but building a sustainable brand with visibility, credibility and impact. And we all know in 2025 that your personal brand is either creating opportunities or blocking them.

Because if people don't know you they can't trust you and people don't trust you they can't buy from you.

She has taught me that your personal brand is your currency. And for me she deserves more than the crown.



### Patience Njeri

#### Finance Analyst and Business Strategist

Imelda has this incredible way of helping you see the best version of yourself, even when you can't.

Through her content and the conversations we've had, she's helped me gain so much clarity and confidence in how I show up both personally and professionally.

What I love most is how genuine she is; she doesn't just teach branding, she helps you become your brand authentic, bold, and purpose-driven.

Her impact goes beyond strategy; it's personal growth wrapped in wisdom and warmth.



### Blessings Wanjiku-

#### Graphic and UI/UX designer. Software developer

Before meeting Imelda, I knew LinkedIn was a Facebook for serious people. As odd as it sounds, she changed my whole perception of LinkedIn. She held my hand and openly walked me through what LinkedIn is and what I can do there. I developed a brand. She didn't tell me to niche down rather, to stand for a lot of the hats that I wear. I don't know what I would have done had the merger not come into the picture. And it didn't end there, Imelda has always been open to helping out even after. Questions on my brand and consistency and growth. She's put all this effort into growing a brand that may not be hers but one that will forever be indebted to her.

I'm also quite grateful for the people I've met through Imelda. From my best friend to big wigs in the industry and to young people like me who openly care about their growth. She's been the glue to do much and so many relationships and opportunities. She's taught me to network and show up and stay consistent. Matter of fact, I learnt graphic design through Imelda.

She helped me walk through it and saw potential, and now the growth is evident. And even as I transition to new levels of tech, I know that I will never lack a leader, a friend and a persistent best friend who helps me grow.



### Kenneth Baraka -Founder

#### (Jabali Autism Foundation)

Through The Brand Lab I gained insights regarding my personal brand and how I can monetize my personal brand. It was an eye opener for me and changed how I view my posts and journey of growth.

It helped me build my own organization and plan my content well.



### Mwangi Emmah-Student

Imelda often emphasized on consistency in building my personal brand in small everyday steps. She helped me improve the quality of my content which has improved my visibility.



### Patience Hellen-Student

"Imelda's Brand lab was one of my introductions into the LinkedIn platform. I was looking for information on how to post.

The lab offered profile audits, guided prompts, community and an instructor ready to hold my hand through whatever challenges arose.

Imelda helped me clarify my message, I began to own my narrative rather than following the wind.

Watching her own growth inspired me to do more. She created a space that not only fostered her own growth but mine too.

I use the tips I've learned from the lab and her masterclasses across my other platforms. Imelda's Brand lab is the kind of investment I had no regret making.



### Cliffstone White - Graduate

"Imelda has touched many lives and I'm glad to acknowledge to being one of them. Through her coaching I've been able to elevate my brand positioning especially on LinkedIn, she deserves everything that comes her way."



### Shannon Kioko- Software Developer

Imelda really changed and continues to change my perspective on how to use LinkedIn. Through her Merger program which I was enrolled in Cohort 1, I learnt so much about my own presence, how easy and unchallenging she believes it is for me to put myself out there; regardless of my own personal thoughts and walls.

She makes it clear as day how we can navigate spaces and generate from our own selves; the powerhouses.