



Waka Talent Agency

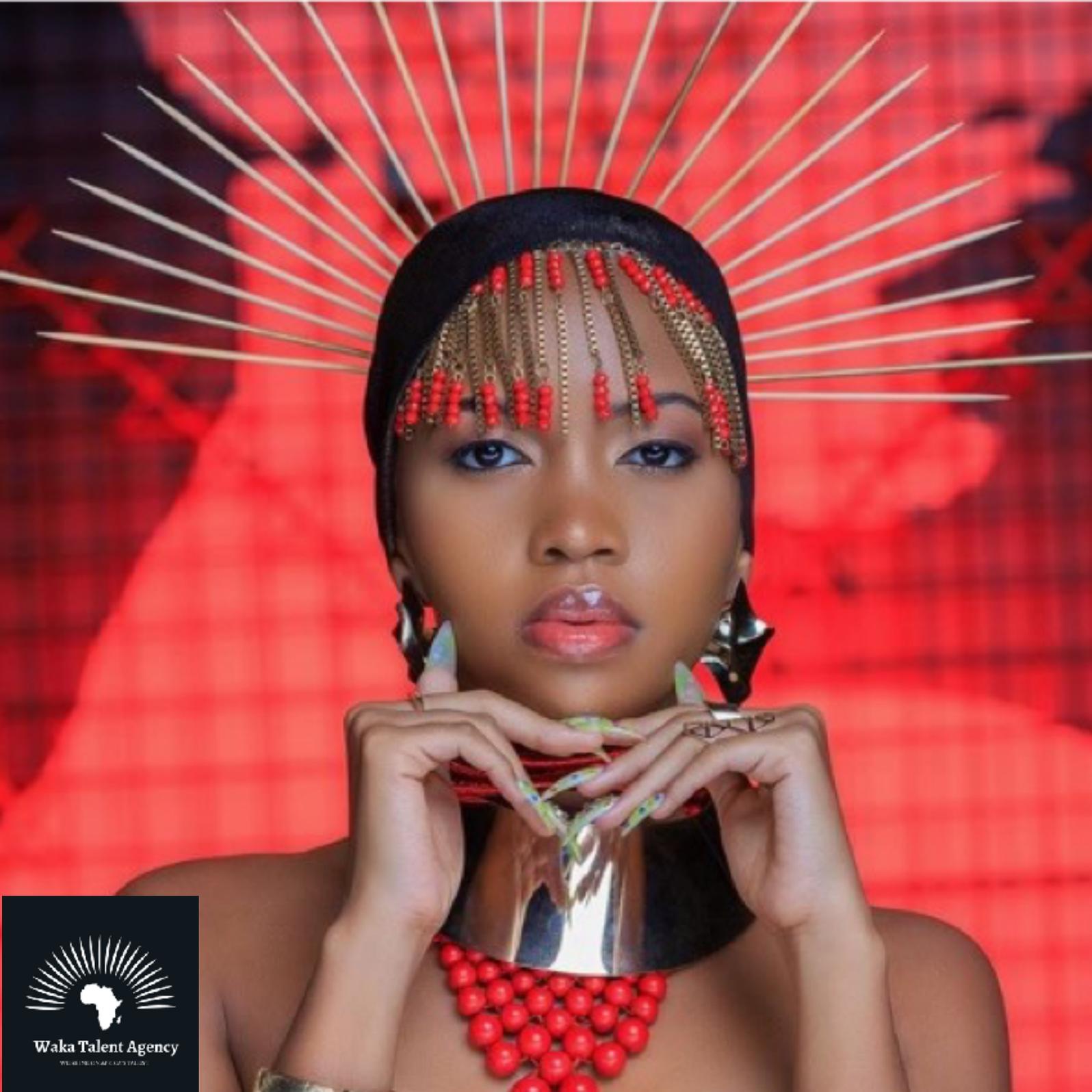
WE BRING ON AFRICA'S TALENT



SHEILAH GASHUMBA



www.wakaagency.biz



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WAKA TALENT AGENCY LTD.

Sheilah Gashumba



Nationality: Ugandan

Profession: TV presenter, emcee, digital influencer and brand ambassador, entrepreneur.

Education: The TV presenting course. The City Varsity media and creative arts school, South Africa

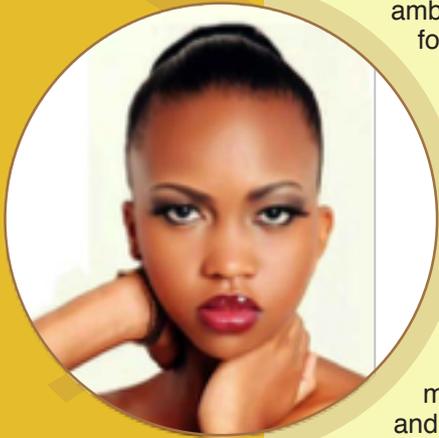


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WE ARE THE NEW FACE OF UGANDA

Sheilah GASHUMBA

They say dynamite comes in small packages. Sheilah Gashumba, born 7th February, 1996, a brand name in the TV industry in Uganda is testament to that. One of the most recognisable faces in Uganda, Sheilah was literally raised on TV, having first graced the silver screen at a tender age of 10, as a News Anchor and Reporter of the Kids News show on WBS TV. The gig saw her land a role as a brand ambassador of AQUA SAFE WATER to promote clean and safe drinking water for children. Two years later, she upgraded to TEENS CLUB, a live entertainment programme that also tackled issues that resonated with teens, as the youngest amongst a team of five teen presenters. The show used to air for two hours every Saturday.



In 2007, Sheilah Gashumba garnered another milestone as the youngest journalist to cover the Commonwealth Heads of Government Meeting (CHOGM), which was presided over by The Queen of England, in Kampala, Uganda. During this momentous period, she strung for Daily Monitor, Uganda's most widely read and respected independent newspaper, in the CHOGM Teens column. Sheilah loves to write her own proposals because she strongly believes that she was born with a creative mind. By the age of 12, she had written proposals for a TV show, Radio show and a Clothing Line among several other creative and mind blowing ideas for someone her age.

Charity

Sheilah Gashumba is blessed with a golden heart and loves doing charity. She takes everyday as a new chance to learn more, give more and love more. She founded YOUNG BODIES BIG HEARTS, her charity organisation in 2012. "We believe in giving back to society. The organisation believes that we truly make life of what we give. There is nothing more wonderful than making a child smile and have a great hope for a better future. That's the beauty we stand for and it's THE BEAUTY WITH A PURPOSE. It all starts with ME and YOU. Together we can make a change in the whole world," Sheilah explains the philosophy of the organisation. Young Bodies Big Hearts does charity events annually and has given back to Sanyu Babies Home and God's Image Ministry Charity home among others.



Through Young Bodies Big Hearts, Sheilah organised a Charity Fundraising Fashion Show at Kampala Sheraton Hotel where the Guest of Honour was then Minister of Health, and current Prime Minister Dr. Ruhakana Ruganda. Many other VIPs were in attendance and the organisation brought smiles to faces of children in Mulago Hospital Children's ward with the proceeds.



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Multi-talented

Sheilah has hosted the Miss Rwanda beauty pageant and the Master Card Foundation School Conference among other events.

Sheilah's first love is TV and when NTV, the biggest station in the country arrived in Uganda and was looking for a presenter for a teens' show, Sheilah Gashumba's name came top of the list and she co-hosted T-Nation for three years.

Always looking for constant growth, Sheilah upgraded to THE BEAT, a musical show on NTV alongside Douglas Lwanga where she presents the highly acclaimed Exclusive Access segment. Exclusive Access is a 15 minutes show on THE BEAT that provides exclusive information, studio sessions, behind the scenes of the entertainment industry and the people that run it.

Sheilah has interviewed top personalities in the entertainment industry in Africa like Wiz Kid, Davido, D'banj, Yemi Alade, Patoranking and others. Sheilah has also interviewed former Principal Private Secretary to the President of Uganda and Minister of Trade and Industry and Member of Uganda's Parliament Mrs Amelia Kyambadde and the Mayor of Kampala Erias Lukwago in her Exclusive Access segment. She is the first and only Ugandan TV presenter who covered the Channel O Music Video Awards, which were held in Johannesburg, South Africa in 2014 and the Big Brother Africa Finals in the same year.

In 2017, BET came calling and Sheilah was one of a handful of accredited African journalists for the 2017 BET Awards at the Microsoft Theatre in Los Angeles California. Sheilah was a Red Carpet TV host at the awards, rubbing



Awards



Below are accolades for TV shows where Sheilah was a presenter

- **BEST TEENIEZ TV SHOW BUZZ AWARDS 2012 & 2013 – (T-NATION)**
- **BEST TEENS TV SHOW RADIO & TV AWARDS 2012 & 2013 - (T-NATION)**
- **BEST MUSIC SHOW RADIO & TV AWARDS 2014, 2015 RADIO & TV AWARDS – (NTV THE BEAT)**
- **TEENIEZ FAVOURITE TV SHOW; BUZZ TEENIEZ AWARDS 2014 & 2015**
- **BEST ENTERTAINMENT TV SHOW UGANDA ENTERTAINMENT AWARDS- (NTV THE BEAT)**

Accolades



- **MOST GIFTED TEEN - THE SUPER TALENT AWARD (2012)**
- **BEST TEENIEZ TV PRESENTER - BUZZ TEENIEZ AWARDS (2013)**
- **BEST TEENS TV PRESENTER - RADIO AND TV AWARDS, (2013 & 2014)**
- **MOST SUPPORTIVE TV PRESENTER - KADANKE AWARDS (2013)**
- **MOST STYLISH TEEN PRESENTER - KAMPALA MEDIA ENTERTAINMENT AWARDS 2015**
- **MOST CREATIVE TV PRESENTER - KAMPALA MEDIA ENTERTAINMENT AWARDS (2015)**



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Business lady

Not one who is comfortable to just pick pay cheques, Sheilah Gashumba is on her way to becoming a business mogul. In late 2014, she started her own brand house GASH GLAM that deals in 100 per cent human hair extensions, trendy sunglasses, waist trainers and stylish clothes, which took Ugandan style lovers by storm. Celebrities, socialites and fashionistas have her number on speed dial to keep up with the trends.

She has also ventured into events management and is behind Sarafina Events that organised the sold out UG-Rwanda night.



Style star



The young lady is one of the most stylish celebrities in Uganda, hence a media darling. Sheilah Gashumba has been featured in SWAGG, a popular teen magazine pullout in New Vision, Uganda's leading daily newspaper. In 2015, Sheilah was the top feature in E'lyt, Uganda's leading fashion and lifestyle magazine. She was also voted 29th in the Top 30 Movers and Sharpers in Uganda's Fashion Industry for 2015 and she has featured in the Kandake Teen Magazine as a commercial Model.

She was also nominated for the ABRYANZ STYLE AND FASHION AWARDS for the fourth time running, as Uganda's Best Dressed Female Celebrity. The name Sheilah Gashumba is synonymous with fashion and style in Uganda.



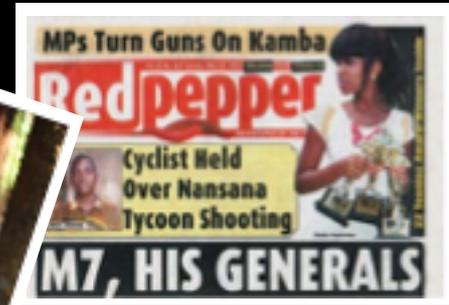
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WE KILIMBUNAKI KATI TALIBU

Newspaper / Magazine Features:



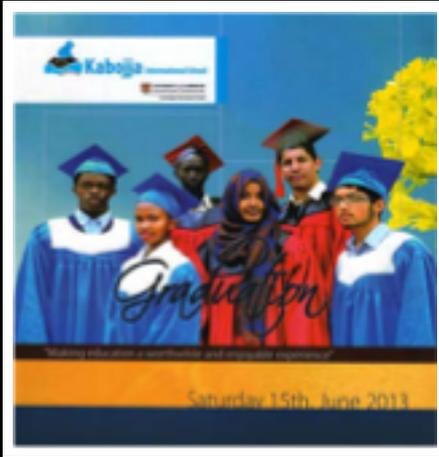
ZEN MAGAZINE AFRICA (2015)
ELY'T MAGAZINE (2015)
KADANKE MAGAZINE (2012)
ON SPOT MAGAZINE TANZANIA (2013)
ZEN MAGAZINE NIGERIA (2015)



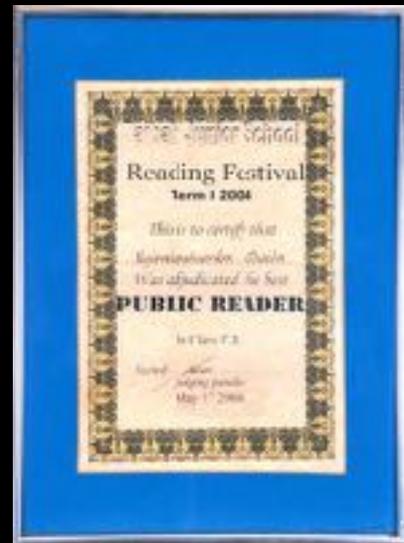
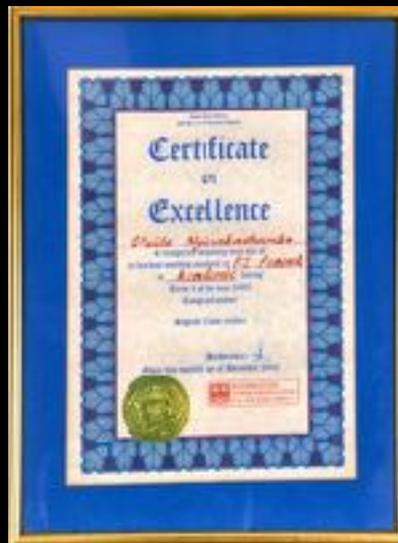
Magazine Features:



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Certificates & Awards



Certificates & Awards



Emcee / Events Hosting



- MC-BUZZ TEENIEZ AWARDS (2012)
- MC-BUZZ LEAVERZ ROCK (2013)
- MISS TEEN LAUNCH (2013)
- MISS TEEN GRAND FINALE (2013- 2014)
- MISS RWANDA (2013)
- MC- KADANKE TEENZ EVENT (2012-2014)
- MASTER CARD SCHOLARSHIP CONFERENCE (2014- 2015)
- LIVE RED CARPET HOST OF THE BOLLYWOOD MOVIE
- ESCAPE FROM UGANDA (2014)
- COMEDY STORE-ROCK BAR (2018)
- GIRLS IN THE CITY-ATMOSPHERE LOUNGE (2018)
- BALLERS PARTY-CLUB GUVNOR

Product Endorsements

- PARAMOUR COSMETICS (2012- 2014)
- POSH BY KC FASHION HOUSE (2013-2014)
- CENTENARY BANK STUDENT SAVING ACCOUNT (2015)
- RADIANT BEAUTY PRODUCTS (2015)
- DANIELL WELLINGTON WATCHES SWEDEN (2015)
- AFRICELL UGANDA (2016 to date)
- COKE STUDIO AFRICA (2017)
- UBER (2016 to date)
- DEVELOPMENT CHANNEL (2018)
- **WORLDREMIT** (2018 to date)
- **ICONIC BRAND AMBASSADOR** (2019)
- **PR AND MARKETING MANAGER OF THE 707 PARTY BUS** (2019)



Centenary
Bank

...our bank



africell



Why Sheilah?

This is why engaging Sheilah as part of your Influencer marketing or Brand ambassador is worth your money, time and effort!

The success of campaigns at Africel, UBER, Movit, Centenary Bank and many more make a solid case.

In order to understand why engaging Sheilah is worth it for your marketing strategy, here is a look at some of the lucrative advantages of working with her.

Amplified Brand Awareness

Owing to her massive reach elaborated in the numbers, she has the power to increase your brand exposure and boost brand awareness. When Sheila recommends or endorses your brand, the followers are likely, or rather highly take notice.

In addition, coming from her, like any other influencer or ambassador of her caliber, such recommendations are often considered authentic. The massive success of the Africel campaign is a glorious example of how such an engagement can help spread the word about your brand.

Collaborating with Sheila helps you cut through the noise and attract her followers (and many more) to your brand. Working with her gives increased visibility to your brand and helps start meaningful online conversations about it.



Precise Targeting

We are almost sure that Identifying and targeting the right audience is a crucial part of your marketing strategy.

However, it is often a painstaking process and requires a deep understanding of your potential customers.

Working with Sheilah exposes you to the extensive knowledge that her Brand team has and allows you to surpass this step as she has already done the hard work for you. You just have to ensure that she is relevant to your niche and that her public persona aligns with your brand's image.

Example, Successfully & besides the wide telecom & hospitality categories, Sheilah has been a perfect match for beauty-clothing-retail companies that sells affordable and chic related products for the millennial. She then adds value by collaborating with fashion & beauty icons, bloggers and models to give you an all-round access to their audience who are likely to take an interest in your products. You will agree that the popularity of her Brand attracts the synergy value – the ability to get your Brand to work with other relative Brands giving you a holistic experience.

A wide range of local and international firms often uses this strategy. Apparel brand H & M for instance, collaborated with fashion blogger, Julie Sarinana & other icon, bloggers and models in the industry for the launch of their 2017 catalog. In essence the value in this is that, Sheilah has both the ability to get you the single Brand Sheilah audience as well as a collaborative approach with other independent and like-minded Brands in her circles.



Enhanced Credibility and Trust

The biggest power in Sheilah lies in the trust of her followers. It is this trust that enables them to develop loyal fan communities for your Brand.

When She shares the honest feedback about your product or service, it is perceived as a genuine testimonial. It strengthens your brand's reputation and reinforces your credibility. Thus, collaborating with the Sheila helps you win the trust of the audience. In the long run, this is instrumental in developing an army of loyal brand advocates. It increases your brand awareness even further and ultimately helps you earn more revenue.

Renewed Content Strategy

Sheila makes part of her living out of creating top & engaging content for her followers. Collaborating with her helps to redefine your content strategy and gives it a new perspective. It acts as a breath of fresh air amidst the self-promotional content that you regularly post.

In addition, content that features Sheilah is often seen as more authentic and trustworthy. If it hits the right chord with your audience, they are likely to share it with their networks.

This increases the visibility of your content and connects you with an audience that would have remained inaccessible otherwise.

Working with Sheilah also gives you access to a plethora of user-generated content. You can share such content to change the way your followers perceive your social media profiles.

In addition, such content can also be used as testimonials from real-life customers. It helps you win the trust of your audience and encourages them to give your products/services a try.



Increased Audience Engagement

Increasing the number of likes and comments on your social media posts is a struggle in itself. In the absence of good engagement levels, having millions of followers won't yield any results. This is where Sheilah can be of tremendous use.

Firstly, working with Sheilah improves the quality of your content and makes it more user-centric. Such content is more likely to find traction amidst your target audience.

Secondly, when Sheilah shares your content on her social media profiles, their audience will also engage with it. If they like the content, they might tag their friends and share it on their own profiles, further increasing its reach.

For instance, many brands partner with Sheilah to announce their entry to the market or showcase a product/service. Such posts usually receive a large number of likes and comments.

Improved Search Engine Rankings

Are you still wondering why Sheilah needs to be integrated into your overall advertising strategy?

Because collaborating with Sheilah can boost the other forms of digital marketing you are using.

In fact, she has the potential to improve your website's search engine rankings and expand your reach even further.

Sheilah increases brand awareness, thereby driving more traffic to your website. In addition, when your content gets shared, it helps you earn a number of high-quality and authentic back links.

The quality of your content can also improve when you work with Sheila from the initial stages of your campaign. All of these factors can help increase your search engine rankings and help you grow your business.

Increased Conversions

The ultimate objective of any business is to drive sales and earn more profit. However, it is extremely difficult to woo potential customers by blowing your own trumpet. Consumers are becoming increasingly wary of such brands and often spend hours doing online research before making a purchase.

Sheilah has the power to drive more people towards your products or services. This is because consumers trust the recommendations made by their favorite person - Sheilah. Yes! she is amongst the current high ranking digital influencer in Uganda.

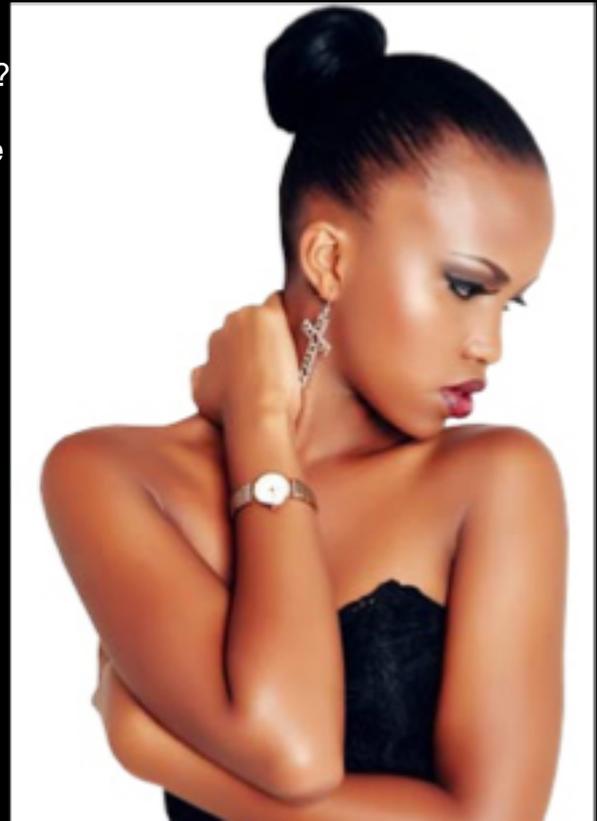
Why not use this chance to influence purchase decisions and drive more conversions your way?

We approximate that 88% of her followers agree that Sheilah is their most trusted source for their shopping suggestions.

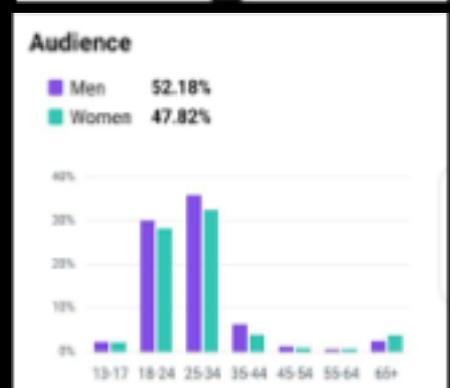
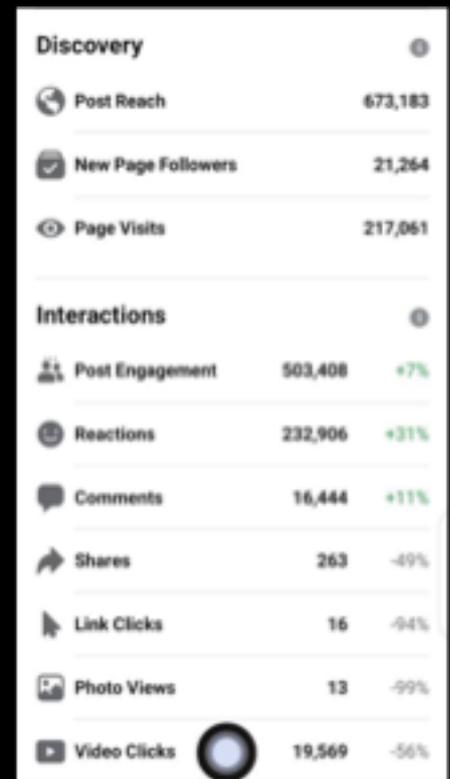
It is evident that Sheilah is an effective tool for customer acquisition. Her influence helps you generate more leads for your business and ultimately, earn increased revenue. In fact, the ROI of Sheilah is high compared to other forms of marketing.

Is this too expensive to afford?

What makes Sheilah unique is her ability to listen, nobody understands that spending money needs to have a meaningful return better than her. Ideally she is willing to work with a scalable budget depending on the expected marketing output. There are quite a number of ways to get awareness out there in line with the available budgets, yes great results require great investments but working on a scalable approach has proved to be worth it across both ends

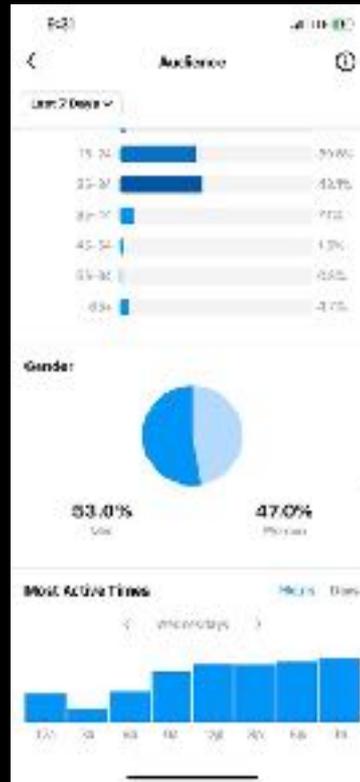
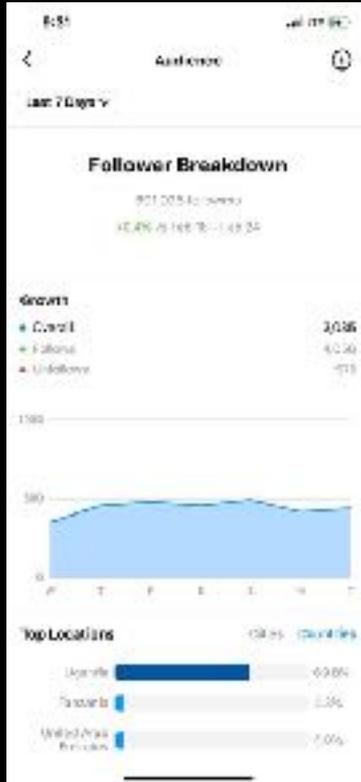
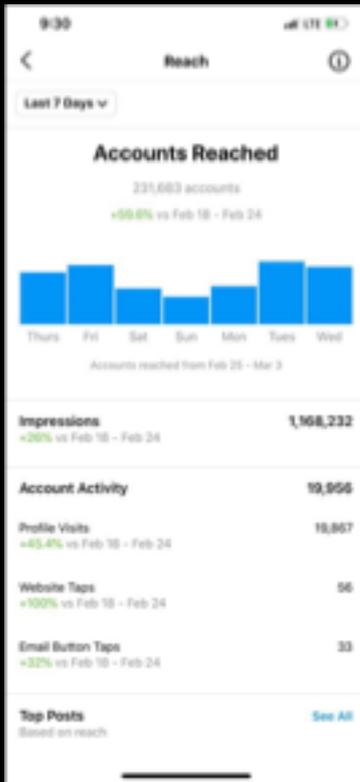


Online footprint Facebook



663,000 followers
400,000 subscribers

Online footprint Snapchat



83,000 followers

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