

CREATOR PROFILE / KENYA

Racheal Murungi

BEAUTY / SKINCARE / TRAVEL
LIFESTYLE / HOSPITALITY

Thoughtful storytelling for brands that want to connect with modern African women.

@ray_murungi

KENYA / EAST AFRICA

A considered point of view.

I'm a Kenya-based creator sharing the rituals, places and experiences that shape modern everyday life. My work brings together skincare, beauty, travel and an understated approach to lifestyle storytelling.

SKINCARE

Routine-led reviews, education and everyday beauty rituals.

TRAVEL

Hotels, destinations and experience-led storytelling.

LIFESTYLE

Personal style, wellness, home and city discoveries.

THE CONTENT PHILOSOPHY

Editorial visuals. Personal perspective. Natural integration.
A collaboration should feel like part of the story, not an interruption.

The audience behind the story.

Selected platform metrics from Racheal's supplied media kit and recent creator reporting.

24K	2.5M	7.5%
INSTAGRAM FOLLOWERS	ANNUAL TIKTOK VIEWS	TIKTOK ENGAGEMENT
155.1K	5.4K	16K–55K
ANNUAL TIKTOK LIKES	ANNUAL TIKTOK SHARES	RECENT TIKTOK VIEW RANGE

CORE AUDIENCE

Women 18–35 / Kenya, Uganda & wider East Africa

Audience profile and annual figures from current kit; view range self-reported for recent content.

Made for meaningful partnerships.

Selected brand experience

UBER / YELLOW AGENCY

Two-month creator campaign | November–December 2026

DIAMONDS MALINDI

Hospitality storytelling | Reels and social stories

DARLING UGANDA

Hair and beauty collaboration

CORE-SKIN CLINIC UGANDA

Skincare and dermatology collaboration

TOUR HERO TRAVEL

Travel and experiences collaboration

AVAILABLE FOR

Sponsored storytelling / Brand activations / Hospitality / UGC / Ambassadorships

Good partnerships begin *with a good story.*

For thoughtful campaigns across beauty, skincare, travel and lifestyle, let’s create content that feels native, useful and memorable.

BRAND PARTNERSHIPS & INQUIRIES

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INSTAGRAM @ray_murungi