

Hello, I'm

Kwin Lizzy



FOLKLORIST IN SPORTS & MEDIA

ABOUT ME

My expertise in weaving cultural and personal stories through the lens of sports and creative media brings a fresh perspective to traditional narratives. By highlighting the significance of sports within different cultures and using creative mediums to convey these stories, my approach to folklorist work, combined with my passion for simplifying complex ideas, makes me a dynamic and versatile storyteller.

My work is to make people reflect on important subjects through things and ideas that are familiar to them, and it has the potential to inspire, educate, and entertain people across various mediums and platforms. As a Learning Experience Designer, I create engaging and effective learning experiences that facilitate knowledge acquisition, skill development, and behaviour change. I combine instructional design principles, educational psychology, and creative techniques to design impactful learning solutions. I apply a global approach and perspective to my work but a major area of my interest and exploration is Africa. I have interests in women, disabled communities, and a connection between the younger and older generation.

MY METHODOLOGY

I attempt to bridge gaps between different communities, foster understanding, and spark conversations around important topics. I also aim to celebrate individual narratives, promote well-being, and help athletes navigate the challenges and opportunities that sports present, ultimately supporting their growth as individuals both on and off the field. My talent is to simplifying complex subjects and ideas in a valuable way, as it allows me to effectively communicate and share knowledge with diverse audiences. Through my work, I can bridge gaps between different communities, foster understanding, and spark conversations around important topics.

Elizabeth Michael

**SPORTS INTERSECTIONALITY
|LXD|FOLKLORIST|MEDIA
TRAINER|COMMUNICATIONS**

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Meet me at the spot where sports intersects with life.





EXPERTISE

BRAND VALUE

I analyse the best approach to engage audiences, communities, and brands. Whether it's through collaborations, partnerships, or targeted curated content strategies, I can help brands connect with their audiences on a deeper level by harnessing the power of storytelling.

PARTNERSHIP, LEARNING DESIGN & TRAINING

In a sports context, I connect various disciplines, such as sports, creative media, culture, and personal narratives. By incorporating text, audio, and visual elements. I design learning experiences that fosters a positive and collaborative work environment, lead by example, and make informed decisions that drive the creative process forward. My goal is to consistently work with brands with aligned goals.

CONTENT CURATION

I help develop the creative vision for a project or campaign, aligning it with the overall goals and objectives. I work closely with clients or stakeholders to understand their needs and translate them into a compelling creative direction. From the ideation process, encouraging the team, and also generating innovative concepts. I ensure that these concepts are aligned with the project's objectives and resonate with the target audience.

ATHLETE BRAND ALIGNMENT

Branding and Identity play a crucial role in defining and maintaining our work. I ensure that the creative elements and visual styles are consistent and reflect your values and personality. I use data from the latest creative trends, industry developments, and market insights. The goal is to enable you have an ownership of your story, and identity both within your sport and outside it.

Brands feature: Nigeria Info, BBC, Flame Bearers, FIFA, Sport Salon etc