CELESTINA MALKUTH FRANCIS

CULTURAL STORYTELLER & SOCIAL CONTENT CREATOR | U.S. ARMY VETERAN

celestinafrancis35@gmail.com · 412-224-8335 · Homestead, FL 33032 · Instagram @kezagyal · TikTok @hushgyal

32.9K	$500K	300	4
ORGANIC INSTAGRAM COMMUNITY · EAST AFRICAN & CARIBBEAN	NSU ART MUSEUM CITY GRANT — IMPACT SPEAKER	VISITORS · CO-CURATED INAUGURAL YOUTH ART EXHIBITION	LANGUAGES · ENGLISH · PATOIS · SPANISH · PIDGIN

CORE SKILLS

Vertical video storytelling
On-camera speaking
Artist & community conversations
Cultural archival
Diasporic audience building
Platform adaptation
Caption & copywriting
Funder & donor storytelling
Sensory ethnography

CREATIVE PRACTICE

Figurative oil painting
Plurilingual songwriting
Clothing & waist bead design
Ceremony design
Stream-of-consciousness writing

LANGUAGES

English (fluent)
Jamaican Patois (fluent)
Spanish (conversational)
Pidgin (conversational)

EDUCATION

American Public University
Bachelor's, Communications (in progress)

TOOLS

Instagram · TikTok
Canva
AI tools (Claude)
Microsoft 365 · Google Workspace
Zoom · Slack

AWARDS

Army Achievement Medal (2025)
Best Barracks — U.S. Army
Youth of the Year — Boys & Girls Club of Broward County
Student Scholar — NSHSS

VOLUNTEER

VA Nursing Home, Pembroke Pines, FL (Jun 2026)

SUMMARY

Cultural storyteller rooted in the African diaspora. I bring sensory ethnography to the screen, capturing voice, body and place so audiences feel the work instead of scrolling past it. Organic community across East African and Caribbean audiences, tapped in with Miami's working artists and creators.

SENSORY ETHNOGRAPHIC FIELD WORK

- **Diaspora audiences:** East African & Caribbean, built organically
- **Miami arts:** Wynwood district, NSU Art Museum, youth exhibitions & art panels
- **Community anchors:** youth clubs, housing & shelters, Caribbean radio
- **Public & institutional:** city commission, HUD, state public health
- **Military-connected:** U.S. Army Combat Service Support, VA nursing home

EXPERIENCE

Independent Creator & Cultural Archivist

INSTAGRAM @KEZAGYAL · TIKTOK @HUSHGYAL — ONGOING

- Grew an Instagram community to 32.9K followers organically.
- Built audiences across East Africa and the Caribbean.
- Created feeding videos that reached audiences transglobally.
- Speak on diasporic intimacy and cultural archival.
- Accepted into creator agencies; chose to stay independent.

Florida DBPR — Safety & Sanitation Specialist

DIVISION OF HOTELS & RESTAURANTS · MIAMI, FL — JUL 2026 – OCT 2026

- Conducted daily inspections in District 1, Area 14 (Wynwood).
- Led operator outreach by email, SMS and phone.
- Enforced state public health and sanitation standards.

U.S. Army — Quartermaster & Bay Boss

COMBAT SERVICE SUPPORT · FORT STEWART, GA — MAY 2025 – JUN 2026

- Delivered logistical sustainment for 250+ soldiers.
- Bay Boss for 64 soldiers; earned Best Barracks.
- Authored the Sensory Readiness Protocol, submitted to chain of command.

Miami Homes For All — Youth Consultant

MIAMI, FL — NOV 2023 – JAN 2025

- Created digital promotional art for the initiative.
- Built impact statistics and case projections for Continuum of Care funding.
- Contributed to Miami-Dade's $8.4M HUD YHDP community plan.

Youth Impact Speaker — Boys & Girls Clubs of Broward County & NSU Art Museum

FORT LAUDERDALE, FL — SEP 2020 – OCT 2023

- Impact speaker for the NSU Art Museum's $500K city grant.
- Represented the NSU Art Museum at public City Commission meetings.
- Co-curated the inaugural youth art exhibition (300 visitors).
- Led creative and professional development conversations on art panels.
- Delivered mission-moment testimony to funders and city stakeholders.
- Testimony and funder tours for the $1.6M Fred DeLuca Teen Center campaign.
- Co-organized a televised Christmas philanthropy event with Patrick Bet-David.
- Represented the Boys & Girls Club on Caribbean radio across Broward.
- Initiated poetry and art youth programs; Youth of the Year.

CELESTINA MALKUTH FRANCIS

CULTURAL STORYTELLER & SOCIAL CONTENT CREATOR | U.S. ARMY VETERAN

celestinafrancis35@gmail.com · 412-224-8335 · Homestead, FL 33032 · Instagram @kezagyal · TikTok @hushgyal

Dear Miami MoCAAD Team,

My work starts from one belief: art is lived in the senses before it is understood. When people stop feeling, numbed by the scroll, talked at, reduced to a donation ask, they don't only disengage from a post. They disengage from each other. Socially, not feeling is its own kind of distance. I make content that brings the senses back: voice, skin, sound, texture, place.

I built my Instagram community to 32.9K organically across East African and Caribbean audiences, the diaspora on both sides, East and West. No ads and no borrowed following, just cultural archival and conversations on diasporic intimacy that people kept coming back to. My feeding videos traveled transglobally because they made people feel something familiar. I'm tapped in with the actual artists and creators, not standing on the outskirts of the scene.

Miami is my field. As a state inspector I worked Wynwood, District 1, Area 14, every day. Before that I was the impact speaker for the NSU Art Museum's $500K city grant, represented the museum at City Commission, co-curated an inaugural youth art exhibition with 300 visitors, and gave funder testimony for the Boys & Girls Clubs of Broward. I know how to tell a story to a donor without flattening it into fundraising language, which is exactly what Give Miami Day and Soul Basel call for.

I also paint figuratively, write plurilingual songs, and speak English, Jamaican Patois, Spanish and Pidgin. My method is the same across all of it: sit with people, ask about their lives, and make something that resonates back to them. That is how I would interview MoCAAD's artists, curators, donors and community.

Telling the stories of the museum that holds the African diaspora's contemporary art in Miami would be a dream. I'm based in Homestead, available for in-person events, interviews and capture across Miami, and ready for Give Miami Day, November 14–19.

Thank you for your time.

Sincerely,
Celestina Malkuth Francis