

SENIOR JOURNALIST SUMMARY

I am a talented and innovative multimedia journalist with sound editorial judgement. Motivated individual with managerial skills, and great experience in managing cross-functional teams. A team player leading a 62-member cross-functional and coordinating with organizations toward the successful launch of a digital news platform.

EMPLOYMENT EXPERIENCE

Senior Journalist

Mwangaza Television: April 2020 to Date

- Successfully converting complex data into journalist-friendly recommendations on how to grow female audiences, which resulted in an improvement in friendly recommendations on how to grow female audiences, resulted in improved quality of stories and tripled the female engagement metric.
- Effectively training hundreds of reporters, producers and news anchors introducing a data-driven culture, which has led to over 200% growth in African digital audiences.
- Developing tangible insights on effective-compelling climate change storytelling, which I presented at the global COP 27. My insights have revolutionized climate change storytelling.
- Bringing in new highly engaged audiences by connecting on social media and producing stories for traditional and digital platforms, maximizing visibility which leading stories for traditional and digital platforms, maximizing visibility, leading to high rates.

Senior Broadcast Journalist

Mwangaza Wa Neno FM; June 2019 to February 2020

- Solid grasping of news or content that works for Search, Social and Underserved audiences through numerous data deep dives, which doubled deep data dives, doubling Mwangaza wa Neno FM's websites' impact.
- Recognized by Mwangaza Inspirational Kenya as best performing employee in the broadcast division in 2021 and 2022 consecutively.
- Enhancing client communication by developing tailored interview techniques, evidenced by a 15% increase in client numbers.
- Covering breaking news stories by quickly responding to the alerts and delivering up-to-the-minute information and cultivating relationships, providing up-to-the minute information, and cultivating relationships with each source.
- Recognized by the Media Council of Kenya after attending and completing Media Practitioner Training and awarded a certificate for emerging the best in 2021.

Producer

K24 Media Max: August 2016 to April 2019

- Handling production research of filming locations, worked closely to project brief to achieve artistic requirements, evaluated the quality of work and implemented corrections.
- Consistently prioritizing and upholding the health and safety of journalists during live and recorded projects, ensuring compliance with editorial guidelines.
- Finding appropriate stories and ideas for programming to engage target audiences and hook advertisers, which leveraged social media and digital engagement growth.
- Negotiated contracts with technical and artistic personnel keeping the details in line with the collective agreement, which led to the upward growth of the company the company's upward growth of the company.
- Reduced potential recording delays and maximized staff efficiency, effective management, organization and planning.

News Editor Njata Television: August 2014 to June 2016

- Successfully trained hundreds of reporters and correspondents, introducing a data-driven culture, which has led to over 200% growth in digital audiences.
- Applied understanding of public opinion, social media and traditional media use to create engaging and attention-grabbing stories that increased our company audience.
- Achieved high standards of journalistic and production craft by providing creative direction to staff members, including reporters, news anchors and correspondents.
- Selected original ideas for digital coverage events, taking part in editorial meetings as required and organized material according to the prescribed editorial style and format.

News Presenter Hero Radio: April 2012 to May 2014

- Successfully converted complex data into journalist-friendly recommendations on how to grow youths' audiences which tripled youths' engagement metrics.
- Disseminating news content through social media for better engagement with audiences and faster reporting, which increased daily news ratings by 100%.
- Fact-checking breaking news headlines by performing background research, contacting experts or witnesses and conferring with lawyers to comply with legal boundaries.
- Completing assigned pieces and developing independent stories, and covering special events

SKILLS

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|--------------------------|----------------------------|
| • Editorial judgement | -Team working |
| • Communication | -Planning and organizing |
| • Managing relationships | Flexibility and persuading |
| • Creativity and flair | -Resilience |
| • Analytical skills | Influencing and persuading |
| • Flexibility | -Researching |
| • Editing skills | -Writing skills |

ACCOMPLISHMENTS

- Collaborated with a team of 8 in the development of a property show Darubini ya Ujenzi.
- Documented and resolved a technical issue which led to audience and client satisfaction.
- Supervised a team of 62 staff members and used Microsoft Excel for tracking spreadsheets.
- Created multimedia campaign that increased audience, thus increased profit for organization
- Achieved 100% results by introducing Open-Source Intelligence tools to produce tasks
- Enhanced client communication by developing tailored interview techniques, evidenced by a 60% increase in clients.
- Implemented achievement-oriented leadership, which resulted in improved team morale and high production.
- Engaged in personal interactions, which led to improved higher satisfaction among team members.

EDUCATION

05/01/2023-To Date St Paul's University:
Bachelor of Arts Degree: Journalism
Elected member of St Paul's University student club

13/01/2016: Diploma: Journalism
20/09/2018: Kenya Institute of Professional Studies
Promoted to hheadof News Department

Certificate: Teaching
Ahero Multipurpose Training Institute Centre
Awarded professional development certificate in education

Diploma: Marketing
Jogoo Commercial College
Awarded professional development certificate in mMarketing

PROFESSIONAL ASSOCIATIONS

- Media ~~council~~Council of ~~kenya~~Kenya
- Kenya Union of Journalists

OTHER ACTIVITIESHOBBIES

Acting
Volunteering
Blogging
Organizing
Coaching