
Education

Master of Arts in Communication Studies – The University of Nairobi

Bachelor of Journalism - Masinde Muliro University of Science and Technology

Key Skills

Excellent writing and editing
Analysis and research
Ability to work well under deadline

Excellent interpersonal communication
Problem-solving

Experience

Producing engaging and insightful content in a variety of different formats, designing, developing and implementing communication and outreach/advocacy strategies, coming up with original ideas and creative treatments for ongoing and emerging narratives, monitoring, selecting, prioritising, editing and translating material

Journalist at the BBC (2019 – present)

- Producing engaging and insightful content in a variety of different formats, based on the monitoring of vernacular media sources
 - Editing and shaping the work of colleagues and independent contractors to ensure all output produced adheres to the highest journalistic standards and is consistent with BBC editorial guidelines
 - Actively seeking feedback from users and audiences, working with the team to interpret this and respond in a timely manner
 - Coming up with original ideas and creative treatments for ongoing and emerging narratives, including data-driven products and multimedia elements
 - Continually developing expert knowledge of all media types (including social media) in the coverage area; ensure that this source context features in output
 - Advising colleagues on the best way to tell a story, including the choice of format and sources, ensuring that BBC insight is evident throughout
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Communications Officer at Star Media Development Centre (2018-19)

- Designed, developed and implemented communication and outreach/advocacy strategies, including the organization's media strategies
 - Monitored and analyzed print and social media and prepared reports
 - Developed, supported and promoted the organization's goals, including message development, social media content creation and media outreach
 - Developed and disseminated public relations materials that increased the organization's visibility in the media
 - Identified target audiences and created strategies to effectively engage them
 - Ensured digital marketing content aligned with the organization's brand identity and message, and assisted with marketing campaigns as needed
 - Worked closely with the senior leadership to develop and strengthen employee engagement activities
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Digital Journalist at the BBC (2017-18)

- Produced engaging and insightful content in a variety of different formats (including video) for BBC audience
 - Ensured all output adhered to the highest journalistic standards and is consistent with the BBC's editorial guidelines
 - Came up with original ideas and creative treatments for on-going and emerging narratives, including data-driven products and multimedia elements
 - Fed in to the global news agenda by leading editorial operations as required
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- Continually developed expert knowledge of all media types (including social media) in the coverage area, ensuring that this source context features in output
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Monitoring Journalist at the BBC (2012-17)

- Monitored, selected, prioritized, edited and translated material from media sources, including multimedia content
 - Ensured appropriate processing of such material
 - Wrote and edited specialist products derived from monitored African media
 - Maintained and developed expert knowledge of the Horn of Africa region
 - Maintained and developed expert knowledge of traditional and "new" media in the Horn of Africa
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Monitoring Journalist at Horn of Africa Media Research Centre (2011-12)

Producer/Editor at Star FM Kenya (2009-11)
