

MARION APIO

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EDUCATION

University of California Berkeley GPA: 4.0/4.0 Berkeley, USA

- Master of Journalism August 2023 – May 2025

Makerere University Kampala, Uganda

- Bachelor of Arts, Journalism and Communication August 2016 - May 2021

EXPERIENCE

Journalist | University of California Berkeley | Berkeley, CA. 08/2023 - Current

- **News Reporting & Writing:** Reported on City Council meetings, conferences and events, conducted Vox Pop interviews and took street photos for six in-depth articles featured in Richmond Confidential and Oakland North.
- **Data collection & Analysis:** Developed a comprehensive database to track instances of abuse against journalists, utilizing data analysis tools like data wrapper to inform and enhance multimedia storytelling.
- **Multimedia storytelling:** Conducted interviews with both emerging and seasoned journalists, as well as human rights defenders, culminating in the production of a 30-minute documentary published by the UC Berkeley Human Rights Center.

Social Media Manager | PIWCBayArea | Oakland California 08/2024 - Current

- **Strategic Social Media Growth:** Coordinated with church leaders to develop and execute a dynamic social media strategy that increased the church's online presence. Grew Instagram followers from 96 to 293 and TikTok followers from 15 to 125 in just four months, achieving over 13.7k and 12.5k views, respectively, within a 30-day span.
- **Engagement Optimization:** Boosted overall social media engagement by 60% through the creation of visually appealing and community-focused content using Canva and Photoshop.
- **Content Creation & Photography:** Acted as a full-time photographer, increasing event photography coverage by 40%. Developed high-quality content that resonated with diverse audiences and strengthened the church's connection with its community.
- **Collaboration & Efficiency:** Partnered with the media and events team to enhance content output by 80%, securing high-end equipment to ensure consistent delivery of engaging and professional-grade material.
- **Community Impact:** Increased membership and encouraged lapsed members to return by amplifying institutional messaging and fostering a welcoming online atmosphere.

Strategic Leadership and Content Strategist | Debunk Media Initiative | Kampala, Uganda 11/2021 - Current

- **Resource Mobilization:** Crafted a proposal and pitched the initial project idea; raised \$20,000 in seed funding
- **Teamwork:** Managed workflow for 9 team members; conceptualized at least 5 project ideas annually, designed work plans and evaluation tools
- **Program Efficiency:** Executes at least 10 programs annually with funders like U.S. Mission, GIZ, Aga Khan and Google; raised over \$110,000 in grants.
- **Cross departmental Growth:** Collaborated across departments on cross-functional workshops, successfully training over 800 youths in media literacy.
- **Media relations:** Cultivated and maintained relationships with media partners and 600 trainees; maximizing partnerships and business success.

Programs Lead & Outreach Coordinator | Girls Alive Uganda | Kampala, Uganda 08/2019 - Current

- **Fundraising and community impact:** Conducted a fundraiser and raised \$3,000, distributing over 1,000 sanitary pads to reduce menstrual-related school absenteeism
- **Business Development:** Implemented a business plan to secure the venture's seed funding of \$6,000 impacting 15 schools and communities
- **Peer mentorship and Education:** Organized outreaches to support 10,000 women beneficiaries; mobilized 60 volunteers who are university students and graduates
- **Social Media Advocacy:** Leveraged personal social media platforms, designed marketing materials and advocated for vulnerable women and reached 7k views

Alumni Magazine Project Lead | Mastercard Foundation Scholars Program | Arizona, USA 08/2022 - 2023

- **Youth storytelling and diverse voices:** led a team of Alumni, crafted a digital Alumni magazine with 170 Alumni Spotlights, 10 engaging articles; reached 60,000 members
- **Leveraged existing resources:** rallied all Baobab Ambassadors to create content and help scholars feel welcome while interacting with peers
- **Built a community of global leaders:** resulted in formulating a shared vision and a commitment to giving back to the rural communities through sharing stories and school outreaches.

- **Digital Mobilization and Partnership:** Mastercard Foundation Alumni through the Baobab platform leading to publication of the online Alumni Magazine

Communications & Content Lead | Policy Limited | Kampala, Uganda 12/2021 - 11/2022

- Developing, advocacy and communications interventions to ensure women's participation in civic technology.
- Stakeholder engagement with government, Civil Society Organizations and media to produce media and social media campaigns.
- Disseminated content through sharing data driven stories and training workshops materials via blogs, web and the podcast series.

Digital Communications and Content Lead | Arizona State University: EdPlus | Phoenix, USA 06/2018 - 08/2018

- Developed an original video project featuring international scholars on managing culture shock and adapting to new environments.
- Reviewed, redesigned, and enhanced online courses, *How to Network* and *How to Make Your Point in One Minute or Less*
- Wrote articles and thought pieces for the Baobab platform, boosting participants' interest and online engagement.

Writer and Photographer | Makerere University | Kampala, Uganda 08/2016 - 07/2018

- **Took photographs and wrote articles;** resulted in 8 articles being published on university news portal.
- **Advocacy and community empowerment: resulted in being** selected as the editor in chief for the Alumnet Scholars' Magazine
- **Peer Education and Mentorship:** supported new university students academically, personally and professionally by sharing personal stories and resources on campus.

SKILLS

- Strong written and verbal communication skills
- Video and social media management and engagement
- Conducting interviews, research and fact checking
- Computer proficiency, Photography and Design skills
- Project management and stakeholder engagement
- Experience in fundraising and events management

AWARDS AND CONFERENCES

- University of California Berkeley Human Rights Fellowship Award California, March 2024 - Present
- Co-Chair National Association for Black Journalists at UC Berkeley California, May 2024- Present
- Mastercard Foundation Scholarship at UC Berkeley California, August 2023- Present
- Mastercard Foundation Scholarship at Makerere University Kampala August 2016 - Present
- Attended the International Journalism Forum Greece, October 2024
- International reporting trip to India New Delhi, India 2024
- Attended the Media Development Forum and Global Media Forum Germany and Paris, 2023
- Awarded the Digital Human Rights Lab Innovation Program Award Uganda, November 2021
- Awarded best public speaker at Makerere University, Kampala Uganda, November, 2021
- Resolution Project Award for outstanding leadership Kigali Rwanda, 2018
- Speaker at the Mastercard Foundation Annual Baobab Summit South Africa, 2017