

JUDITH WAMBARE

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PROFILE

Seasoned digital media strategist, video journalist, and editorial leader with over a decade of experience designing high-impact content strategies, leading cross-functional media teams, and producing data-informed digital campaigns. Proven success in narrative development, audience engagement, and coaching creators across platforms. Adept at crafting communications that drive reach, relevance, and real-world change.

CORE SKILLS

- Digital Media Strategy & Campaigning
- Audience Engagement & Analytics
- Swahili & Bilingual Content Leadership
- Editorial Management & Planning
- Narrative Design for Impact & Equity
- Storytelling across TV, Web, and Social Media
- Training & Coaching in Digital Production
- Platform Optimization & Social Listening

EXPERIENCE

Swahili Content Specialist

Precise Cut Media | Oct 2024 – Present

- Led digital content strategy for international NGOs, aligning messaging with cultural and linguistic relevance.
- Delivered insights and narrative strategies to help clients expand their audience across Swahili-speaking regions.
- Identified communication gaps and advised on digital innovation using analytics.

Digital Journalist

BBC World Service | Mar 2018 – Apr 2024

- Produced multimedia stories across platforms, from concept to delivery, using mobile journalism tools and Final Cut Pro.
- Leveraged tools like CrowdTangle and social listening to optimize engagement and reach.
- Highlighted underrepresented voices through constructive journalism—especially women, youth, and marginalized communities.
- Collaborated with multi-language teams to align editorial output with global campaigns.

Planning Editor, BBC Swahili

BBC World Service | Mar 2020 – Mar 2021

- Oversaw editorial planning and led daily content strategy for the Swahili service.
- Directed newsroom priorities, briefed cross-regional teams, and managed editorial calendars.
- Streamlined content repurposing through tools like Trello for long-term impact.

Digital Field Producer

NBH, London – BBC | Nov 2018 – Jan 2019

- Produced an acclaimed multi-platform documentary on intersex rights, aired globally across BBC platforms.

Mobile Journalist

Thomson Reuters Foundation | Aug 2017 – Sep 2017

- Completed intensive UK-based training in mobile storytelling and digital reporting.

Broadcast Journalist (Video)

BBC Swahili | Mar 2017 – Feb 2018

- Created social-first video content in Swahili for BBC's African digital audiences.
- Used audience metrics to inform video production and boost shareability.

Editorial Manager

Mediamax Network Ltd (Mombasa Bureau) | Sep 2013 – Aug 2015

- Led the coastal bureau's editorial direction and coordinated live reporting and daily news coverage.

Bilingual Senior Reporter

Mediamax Network Ltd | Mar 2009 – Aug 2013

- Produced high-impact English and Swahili news reports for radio, TV, and digital.
- Delivered live field reports and covered breaking stories with speed and accuracy.

EDUCATION

Diploma in Mass Communication

Technical University of Mombasa | 2006 – 2008

Certificate in Mobile Journalism

Thomson Reuters Foundation (UK) | 2017

REFEREES

Richard Kage

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