

(402) 320 - 4837

Penjani Banda
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[LinkedIn](#)

EDUCATION

Master of Arts in Communication – University of Nebraska at Omaha, Aug 2025

Bachelor of Arts in Media and Communication Studies – University of Zambia, Apr 2022

EXPERIENCE

Content Marketing Intern Jun 2024 – Present
Sojern Omaha, NE

- Author blogs, eBooks, email copy and web content that fosters thought leadership and enhances brand presence.
- Write targeted and engaging social copy with SEO-optimized CTAs that drive website traffic and support demand generation.
- Collaborate with PR and design teams to support press and outreach, and develop copy for short-form video content that expands Sojern’s search visibility.

Student Communications Specialist Jun 2024 – Aug 2024
National Counterterrorism, Innovation, Technology, and Education Center Omaha, NE

- Authored short- and long-form articles for NCITE’s website and social media channels to support institutional messaging and expand awareness of center initiatives.
- Contributed written content to NCITE’s 2024 Annual Report, spotlighting research on counterterrorism initiatives and the center’s workforce development efforts in Nebraska.

Assistant Director and Account Executive Aug 2023 – Aug 2024
MaverickPR Omaha, NE

- Led a 12-member team and managed eight client accounts, delivering two PR campaigns, two newsletter publications, 14 feature articles, and more than **200** targeted social media posts.
- Secured front-page coverage for a client in the *Omaha World-Herald* and KETV News, earning a PRSA Paper Anvil Award for a standout media relations campaign.

Public Relations Officer May 2023 – Jun 2023
Zambia Development Agency (ZDA) Lusaka, ZM

- Authored and launched the agency’s 16-page monthly company, improving internal communication and stakeholder engagement by over **30%**.
- Produced monthly social media content focused on driving engagement and coordinated content scheduling.

Public Relations Intern Sept 2022 – Mar 2023
Civil Aviation Authority (CAA) Lusaka, ZM

- Wrote and produced content for the company’s 36-page 2022 bi-annual newsletter publication
- Launched the company’s official LinkedIn account, garnering 2,100 organic followers within 2 months

TOP SKILLS AND TOOLS

- Copy writing and storytelling
- Social media and content strategy
- Stakeholder management and media relations
- Project management and scheduling tools (Asana, Sprout Social, Cascade, HubSpot)
- MS Office Suite and Google Workspace

PROFESSIONAL AFFILIATIONS AND VOLUNTEERING

- PRSA Nebraska – Associate Member
- Global Friends Omaha – Volunteer Member