

Angeline Kado

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Objective

Proactive media and communications professional with 5 years in internal and external communications, multimedia journalism, social media, blogging and editorial media relations. Experienced in public relations, relationship building and management.

EXPERIENCE

FREELANCE WRITER | SAFARI NJEMA MAGAZINE & HEALTH BUSINESS MAGAZINE-MEDICAL MEDIA SERVICES | JUNE 2018 TO CURRENTLY

KEY ACHIEVEMENTS

- Researching, writing and editing stories, features and articles in line with organizational objectives
- Writing and editing news stories and features in the publication's house style as well as Sourcing images to accompany written pieces
- Generating ideas for stories and Conducting interviews, either in person or remotely which increases readership
- Ensuring work is well written, accurate and submitted to deadline both for print and online blog
- Meeting with colleagues to plan the content of the issue and the character of the publication
- Keeping up to date with trends and developments relating to the magazine's subject matter, social and media presence
- Coming up with marketing ideas and developing systems that increase revenue for the publishers both in print and online

BROADCAST JOURNALIST, TV PRODUCER AND COMMUNICATIONS OFFICER | THE KENYA TELEVISION SERVICE-KTS (MOI UNIVERSITY) | JULY, 2013 TO MAY, 2018

BROADCAST JOURNALIST & TV PRODUCER | THE KENYA TELEVISION SERVICE-KTS (Moi University) | JULY, 2013 TO MAY, 2018

KEY ACHIEVEMENTS

- Conceptualized and Produced a weekly TV health program; Health 101, that aired on the TV station and on the digital platform thus increasing our viewership and website traffic
- Video Edited stories using Premiere Pro Editing Suite for both TV and Digital Platforms (Social Media) which increased the quality of programmes, feature and news stories produced
- Generated story ideas, Researched and Sourced for Interviews, thus strengthening the credibility and reliability of the media house
- Reported and Narrated stories including hard news, human interest stories and features which solved the problem of poor voice overs in the news department
- Reorganized and Proofread online content for grammatical and factual accuracy thus raising standards for the Organization and improving the target audience's experience
- Engaged in scriptwriting for bulletins, headlines and special reports to promote and strengthen the station's news coverage. This increased news viewership while raising revenue through advertising
- Selected appropriate locations, pictures and sound and exercised judgement on best story angles which helped strengthen the brand as a reliable, credible and truthful TV station
- Identified potential interviewees, prepared interview questions and conducted interviews which helped in building and strengthening stories aired by the station

- Developed a new library system for footage storage which helped solve the problem of lack of file footage in stories. In so doing, I also advised camera crew on what to film and record thus improving sound and video quality
- Attended various important events to gather scoops on high ranking or top profiles

AWARDS

In the course of this period, (2015) I received an award from the **Kenya Media Network on Population and Development (KEMEP) and National Council for Population and Development (NCPD)** for exemplary reporting on Population and Development

COMMUNICATIONS OFFICER | THE KENYA TELEVISION SERVICE-KTS (Moi University) | JANUARY 2015 TO MAY 2018

KEY ACHIEVEMENTS

- Developed, supported and promoted Kenya Television Service goals, including message development, social media content creation and media outreach which enabled the building and strengthening of the KTS brand
- Developed and disseminated public relations materials that increased our visibility among audiences, stakeholders and lawmakers consequently increasing revenue
- Built and maintained relationships with journalists, bloggers, investors and customer audiences that helped advance our work
- Identified target audiences and created communication strategies to effectively engage them; which further promoted the organization's agenda while ensuring good customer service
- Ensured digital marketing content was aligned with our brand's identity and message, and assisted with marketing campaigns and other special projects
- Worked closely with organization's leaders and executives to develop and strengthen employee engagement activities including through training and collecting feedback. This reduced staff turnover while improving productivity and efficiency
- Engaged in Photography and videography which aided in the production of various promotional materials including adverts, informercials and features
- Managed the company's digital platforms including Facebook, Twitter and the official websites

COMMUNICATION OFFICER | I CHOOSE LIFE- AFRICA – A Non- Governmental Organization | FEB,2012 TO JULY, 2013

KEY ACHIEVEMENTS

- Developed, supported and promoted ICL goals, through message development, social media content creation and media outreach for various ICL projects including NURU and Kenya Mpya
- Ensured digital marketing content aligned with the ICL brand's identity and message; and assisted with marketing campaigns, branding and advertising as required
- Developed and disseminated public relations materials that increased our visibility among stakeholders and lawmakers as well as the visibility various company projects and programs
- Built and maintained relationships with journalists, bloggers and customer audiences such as through dissemination of press releases, facilitating media interviews so as to promote positive media coverage

- Coordinated various field events including Site visits and Product Launches in various parts of the country including Informal Settlements i.e. Mukuru, Mathare, Kayole Settlements in Nairobi, Machakos, Kisumu & Eldoret Counties
- Identified target audiences and created various strategies to effectively engage them including through developing and sharing publication and visibility materials such as brochures, newsletters, blog articles
- Worked closely with other departmental leaders and executives to develop and strengthen employee engagement activities that helped to boost morale and reduce turn over
- Collected, Edited and Packaged videos and photographs for use in project presentations and in the ICL -Africa and Kenya Mpya websites. This saved the employer money and resources that would otherwise be spent outsourcing for the same services
- Captured and disseminated Meeting Minutes, Talking Points, Power point Presentations and Speeches for various ICL Projects and Departments

**WRITER (NEWS CORRESPONDENT AND FEATURES WRITER) | THE NEWS24 WEBSITE:
NEWS24.COM/KENYA - SOUTH AFRICAN BASED NEWS WEBSITE | MAY, 2015 TO FEB, 2017**

KEY ACHIEVEMENTS

- Covered current affairs by going to the field and writing news articles for the news website
- Contributed to the features section of the website
- Took photographs and used them to tell stories
- Came up with interesting story angles to tell stories
- Assisted to drive traffic to the News website through social media platforms including Facebook and Twitter

**REPORTER INTERN | THE KENYA NEWS AGENCY- KENYA MINISTRY OF INFORMATION
| MAY, 2011 TO AUGUST, 2011**

KEY ACHIEVEMENTS

- Researched possible story topics and carried out interviews with key people to gather related information and analysis
- Investigated leads as well as analyzed and interpreted information to improve the audience's understanding of the subject matter
- Wrote and Edited articles and scripts for proper grammar and style
- Engaged in news collection within Eastern Province on a daily basis including the Embu law courts
- Acted as the correspondent for The Kenya Times Newspaper as well as features for the digital platform

Community Work

**YOUTH COUNSELLOR AND COMMUNITY BASED VOLUNTEER | BADILIKA POST TEST CLUB
PTC- USAID APHIA II (and later APHIA PLUS) | DEC, 2007 TO DEC, 2011**

KEY ACHIEVEMENTS

- Engaged in Community Mobilization, Education and Sensitization on HIV & AIDS and other sexually transmitted infections and distributed family planning materials amongst the youth and broader communities

- Organized Voluntary Counseling and Testing services and other sensitization drives which saw a great increase in people knowing their HIV status
- Organized and coordinated various activities amongst the youth including through holding youth discussion forums, seminars, talent nurturing etc.

EDUCATION

BACHELOR OF SCIENCE BSC. (COMMUNICATION AND JOURNALISM) | AUGUST 2009 TO JULY 2013 | MOI UNIVERSITY, SCHOOL OF HUMAN RESOURCE DEVELOPMENT – Eldoret, Kenya

Upper Second Class Honours

- Major: Communication
- Minor: Journalism

WORKING IN HOSTILE ENVIRONMENT, DISASTER AND FIRST AID TRAINING| JANUARY, 2016 | International Women’s in Media Foundation’s Howard G. Buffett Fund for Women Journalists - IWMF (Washington, USA) & TYR Solutions UK

- Major: Personal Security, Risk Assessment, Personal Space Awareness, Emergency First Aid
- Minor: Planning and Preparation, Weapons, Travel Safety

INFORMATION TECHNOLOGY CERTIFICATE | FEB 2008 TO JUNE 2008| ACHIEVER’S COLLEGE OF PROFESSIONAL STUDIES, Kenya

- Major: Information Technology
- Minor: Website Management

THE KENYA CERTIFICATE OF SECONDARY EDUCATION- KCSE | FEB 2004 TO NOV 2007 | MATERI GIRLS’ CENTRE, Kenya

- Acquired a B+ Mean grade

SKILLS AND ABILITIES

MANAGEMENT AND LEADERSHIP

- Organization and Managerial Skills gained through working at ICL- Communication & IT department, Kenya TV Service as Head of Communication Department & Content Producer

JOB RELATED SKILLS AND TRAINING

- Trained in Working in Hostile Environment and Disaster areas
- Video Editing skills using editing software i.e. Premier Pro and Final Cut
- Graphic Design
- Blogging Skills
- Excellent Interviewing Skills
- Excellent command of the English and Swahili languages
- Creative Writing Skills
- Organization Skills
- Photography and photo editing skills
- Graphic Design
- First AID Skills

COMMUNICATION

- Excellent Communication Skills gained through vast experience as Communication Officer- Kenya Television Service, Communication Officer- I Choose Life Africa and Broadcast Journalist- KTS

COMPUTER SKILLS

- Excellent command of Microsoft Office™ tools
- Social Media and Web Management skills
- Well versed with various computer software including editing software i.e. Adobe Premier Pro editing suite and Final Cut editing software

Samples of my work can be found on:

Videos:

- <https://drive.google.com/open?id=0B8Js9OZgOibySTFUcHVRekYzc0U>
- <https://www.youtube.com/watch?v=9cqQAqDv14M>,
- <https://www.youtube.com/watch?v=5Nupgjd55og>

Articles:

- <https://angelineka.journoportfolio.com/>
- <http://www.healthbusiness.co.ke/3364/how-advances-in-anaesthesia-technology-are-improving-healthcare/>
- <http://www.healthbusiness.co.ke/3360/clinical-photography-and-the-responsibilities-of-the-medical-practitioner/>
- <http://safarinjema.co.ke/2019/03/06/air-travel-tips-people-disability/>
- <http://safarinjema.co.ke/2019/04/26/tuk-tuks-bridging-gap-transport-industry/>

Referees

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