

Rebecca Nabejja

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Portfolio : <https://rebeccanabejja.vsble.me/>

SUMMARY

I am a dynamic Communications Specialist with up to 6 years of experience and a proven track record of crafting impactful multi-channel communication strategies. I have successfully worked on projects that amplify voices, drive awareness, and foster sustainable change. My passion for storytelling and my ability to connect with diverse audiences make me the ideal candidate to perform the roles in your Communications Function.

SKILLS

Communications Planning & Strategy Devt
Excellent verbal & written communication
Storytelling & Documentation
Website Management & Development
Videography, Audio/Video Editing, and
Photography
AI Proficiency

Social Media Management
Content Marketing & Creation
Graphics Design & Editing
SEO Copywriting & Google Analytics
Adobe Creative Suite, Canva
Microsoft Office Suite
Computer & Internet proficiency

Internal communication
Event planning & Budgeting
Public relations expertise
Creativity & Self-motivation
Adaptability & Quick Learning
Leadership & Teamwork
Capacity Building

PROFESSIONAL EXPERIENCE

Open Space Centre Uganda/The Nile Explorer Bus Project

Nov 2021 - Oct 2023

Communications Officer

Open Space Center is a non-profit organization in Uganda that focuses on broadening dynamic spaces for young people to unlock their full potential. They have done so through a number of projects, and as their Communications Officer, these are some of my accomplishments.

Accomplishments:

- Developed and executed strategic communication plans to elevate awareness of the organization's mission and the project's initiatives, resulting in an increase in audience engagement.
- Produced high-impact content across multiple platforms, including press releases, articles, blog posts, and social media updates, driving a rise in online followership.
- Coordinated the production of Information, Education, and Communication (IEC) materials, including brochures, newsletters, magazines, banners, flyers, and teardrops for organization events and distribution of information, notably for the Annual National Youth Festival 2023 (ANYF23), reaching over 2000 attendees.
- Monitored and analyzed communication analytics to measure campaign effectiveness and make data-driven improvements, leading to an increase in overall campaign engagement and visibility.
- Partnered with internal teams to identify and curate compelling stories highlighting the organization's impact, leading to the creation of 15+ impactful case studies and success stories.
- Established and fostered relationships with key media outlets, influencers, and partner organizations, resulting in 10+ media features and partnerships that amplified project visibility and reach.
- Carried out capacity building sessions on photography and videography for the team to enhance their communications capabilities

The Nile Explorer Bus Project

Nov 2021 - Oct 2023

Communications Officer

The Nile Explorer Bus is an American Mobile Programming Platform on wheels that carries STEM learning materials to schools in rural underserved parts of Uganda. My role as Communication Officer was pivotal in shaping the narrative of the Nile Explorer Bus Project, amplifying its impact, and maintaining a positive and engaging presence in both online and offline spheres. For reference, take a look at my portfolio: <https://rebeccanabejja.vsble.me/mywork/thenileexplorerbus/>

Accomplishments:

- Developed and implemented a comprehensive communication strategy that aligned with the objectives of the Nile Explorer Bus Project.
- Identified key messages and target audiences, and generated engaging and informative content for various platforms, including social media, blogs, and press releases
- Coordinated with the STEM and Health facilitators to highlight and document their contributions, ensuring a balanced representation of the team and showcasing the impact of the bus in the 20+ rural districts/communities visited.
- Managed and curated content for the Nile Explorer Bus social media accounts including newsletters, blog articles, pictures and videos.

- Fostered engagement and interaction with the online community, regularly responding to comments and inquiries, and also sharing the bus' resources which I designed and made available on the website for easy access.
- Captured high-quality photographs and videos during bus stops, sessions, and events.
- Maintained an organized database of visual assets for use in promotional materials.
- Established and maintained relationships with media outlets, fostering positive coverage of the Nile Explorer Bus activities.
- Ensured effective communication within the team, keeping all members informed about project updates and developments.
- Created a brand manual & guidelines, and upheld and promoted the brand identity of the Nile Explorer Bus Project across all platforms.
- Ensured consistency in messaging and visual representation across all communication channels.
- Supported the planning and execution of events, workshops, and summits organized by the Nile Explorer Bus for the students.
- Tracked and analyzed the impact of communication efforts, providing regular reports to project leadership, and used feedback and data to refine communication strategies for continuous improvement.
- Offered training and support to team members to enhance their communication skills.

Crossing Borders Denmark

Nov 2021 - Oct 2023

Communications Officer

While working on a project to localize Sustainable Development Goals (SDGs) in Uganda, I developed communication strategies to raise awareness among local communities, and documented content on SDGs to be used in extracurricular activities in Denmark Schools. This experience provided valuable insights into crafting messaging that resonates globally while remaining impactful at the local level.

Accomplishments:

- Spearheaded collaborative efforts with Communications Teams from Ghana and Zambia to produce quarterly newsletters, effectively disseminating updates on the progress of the project on Localizing SDGs in Uganda, Ghana, and Zambia. These newsletters facilitated transparent communication and ensured stakeholders remained informed about project advancements and outcomes. [<https://rebeccanabejja.vsble.me/mywork/sdgsnewsletter/>]
- Maintained and updated content on the Localizing SDGs website [<https://sdgs.crossingborders.dk/uganda/>], ensuring it served as a comprehensive resource hub for stakeholders. By regularly refreshing information, stories, images, and videos, I ensured the website remained relevant, engaging, and accessible, thereby enhancing its utility as a platform for knowledge sharing and advocacy..
- Prepared and delivered detailed reports to the Denmark Team, providing comprehensive insights into the project's advancement in Uganda. These reports not only documented progress but also highlighted challenges, successes, and areas for improvement, enabling informed decision-making and strategic planning at the organizational level.
- Innovatively developed Information, Education, and Communication (IEC) materials tailored to the context of Uganda, including magazines on SDGs. These materials were strategically designed for use in extracurricular activities within Denmark schools, fostering cross-cultural exchange and raising awareness of global development goals among students. Through this initiative, I actively contributed to promoting international understanding and collaboration towards achieving the SDGs. [<https://rebeccanabejja.vsble.me/mywork/emagazine/>]

Kampala International University (KIU)

Nov 2019 - Oct 2021

Communications Officer

Played a pivotal role in enhancing the university's public image and engaging stakeholders by crafting and editing engaging marketing and communication materials, including press releases, blog posts, and social media content, resulting in a rise in the Webometrics World Ranking of Universities which ranks basing on different factors including visibility (web contents impact) and presence (public knowledge shared).

Accomplishments:

- Promoted communication and marketing materials across the university's social media channels, maintaining a strong online presence and fostering community engagement among students, faculty, and alumni.
- Monitored and analyzed data analytics to evaluate communication campaign performance, leading to the production of comprehensive reports outlining successes and areas for improvement, driving an increase in campaign effectiveness.
- Ensured alignment of all communication and marketing materials with KIU's brand standards, maintaining a consistent and compelling brand identity across all platforms.
- Managed digital media archives, including photos and videos related to university events and activities, supporting promotional and archival needs, resulting in improved organization and accessibility of media assets.
- Collaborated closely with the marketing and public relations team to conceptualize and implement effective communication strategies and campaigns that promoted the university's goals and values, fostering a collaborative and innovative work environment.
- Managed a team of writers for the university newspaper, *The Giraffe Times*, overseeing content creation, editing, and publication processes, resulting in an increase in readership and engagement.

Brand Journalist & Content Creator

NileValley Communications is a Public Relations Firm here in Uganda. As the Brand Journalist & Content Creator at NileValley Communications, my role was centered around crafting compelling narratives and content to enhance the clients' brand image and reputation. I worked closely with our clients and the PR team to ensure that their stories were effectively communicated to their target audiences,

Accomplishments:

- Developed captivating brand narratives, stories, and content aligned with clients' objectives, resulting in a 40% increase in brand visibility and engagement.
- Created compelling written content, including articles, blog posts, press releases, and case studies, showcasing clients' expertise and achievements, leading to increased client credibility and industry recognition.
- Curated engaging content for clients' social media channels, fostering brand awareness and engagement, and implementing content calendars and strategies to ensure consistent brand messaging.
- Developed and refined brand messaging and voice guidelines for clients, ensuring a consistent and compelling presence in all communications.
- Collaborated with graphic designers and multimedia specialists to create visual content, such as infographics, videos, and graphics, complementing written content and enhancing client storytelling.
- Conducted in-depth client consultations to understand brand, goals, and target audiences, integrating insights into content creation strategies, and delivering tailored solutions.
- Tracked content and media coverage performance, analyzed metrics, and provided regular reports on the success of PR and content strategies, facilitating data-driven decision-making and continuous improvement.

EDUCATION**Bachelor's Degree of Arts in Mass Communication, Ugandan Christian University****Aug 2016 - Oct 2019**

Graduated with a 4.06CGPA (Second Class Upper - Honors)

COURSES**AI Augmented Professional Development Skills in the Digital Age****Apr 2024**

African Leadership University - ALX Programme

Critical Thinking and Problem-Solving**Mar 2024**

Project Management Institute in conjunction with LinkedIn Learning Certificate of Completion

Strategic Content Marketing: Attract, Engage, and Retain**Feb 2024**

Project Management Institute in conjunction with LinkedIn Learning Certificate of Completion

Story Writing Skills Training for Non-Profit Professionals**Apr 2023**

Philanthropy for Development Programme hosted by Uganda National NGO Forum

Web Development (HTML, CSS, & JavaScript)**Jul 2023 - Oct 2023**

Educate The Children • Code Queen BootCamp

Media Challenge Fellowship Program**Feb 2018 - Jul 2018**

The Media Challenge Initiative

Human Rights and Humanitarian Law**Aug 2017 - Sept 2017**

United Nations Human Rights Office of the High Commissioner

REFEREES**Wakib Bunnya**

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