

JEFETHER SIMEON AFUYO

Broadcast Journalist and Media Communications Specialist

Radio Production | Adobe Suite Proficiency (Adobe Audition, Adobe Premiere Pro, Adobe InDesign, CorelDraw) | News Reporting and Journalism | On-Air Presenting (Radio/TV) | Content Creation | Interviewing and Information Gathering | Scriptwriting and Voice-Over Production | Audio Editing and Production | Social Media Management | Digital Marketing | Public Relations | Corporate Communication | Media Analysis and Research | Media Planning and Buying | Microsoft Office Suite Proficiency

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PROFESSIONAL SUMMARY

Highly motivated and versatile Broadcast Journalist and Media Communications Specialist with extensive experience in radio production, news reporting, and multimedia storytelling. Skilled in on-air presenting, content creation, interviewing, and delivering engaging reports on diverse topics. Proficient in Adobe Suite (Audition, Premiere Pro, InDesign, CorelDraw) and Microsoft Office, producing high-quality audio and visual content. Expertise in digital marketing, public relations, and social media management, driving audience engagement. Demonstrates strong storytelling, research, and analytical skills, contributing to impactful media projects. Recognized for adaptability, strategic planning, and cultural sensitivity in dynamic broadcasting environments.

Professional Strengths

- ✓ **Effective Communication (Oral and Written):** Demonstrates clear and impactful communication in presenting information, engaging audiences, and conveying messages across diverse media platforms.
- ✓ **Adaptability and Flexibility:** Quickly adjusts to dynamic broadcasting and media environments, ensuring seamless performance in various roles such as reporting, presenting, and content creation.
- ✓ **Research and Analytical Skills:** Conducts thorough research and analysis to develop well-informed news reports and media content, ensuring accuracy and relevance.
- ✓ **Storytelling and Creative Thinking:** Utilizes storytelling techniques and creative thinking to craft engaging narratives and captivating content across different media platforms.
- ✓ **Relationship-Building and Networking:** Establishes and maintains strong connections with stakeholders, interviewees, and industry contacts, fostering effective collaboration and information sharing.
- ✓ **Teamwork and Collaboration:** Works effectively within teams to produce high-quality media content, contributing to a positive and productive work environment.
- ✓ **Attention to Detail and Accuracy:** Ensures precision in news reporting, content creation, and editing, maintaining high standards of accuracy and quality.
- ✓ **Organizational and Time Management Skills:** Manages multiple projects and assignments efficiently, meeting tight deadlines while delivering top-notch media content.
- ✓ **Strategic Planning and Problem-Solving:** Develops and implements strategic plans for content creation, addressing challenges and finding innovative solutions to enhance media production.
- ✓ **Cultural Awareness and Sensitivity:** Demonstrates cultural sensitivity in content creation and reporting, ensuring respectful and inclusive storytelling that resonates with diverse audiences.

PROFESSIONAL EXPERIENCE

Industrial Attachment | May 2023 – August 2023

CEA Media Africa Limited, Radio Jowi Kisumu

Key Contributions

- ✓ Utilized Adobe Audition and Adobe Premiere Pro to edit and produce high-quality radio content, contributing to an increase in listenership by 10%.
- ✓ Reported on breaking news and current events, delivering accurate and timely reports that engaged the audience.

- ☑ Conducted interviews with politicians, analysts, and experts, enhancing communication and relationship-building skills for in-depth reporting.
- ☑ Developed and scripted content for radio programs, ensuring engaging and informative presentations on political, cultural, and social issues.
- ☑ Maintained social media presence by updating platforms with news content, contributing to an expanded online audience.

Volunteer | 2019 – 2022

Egerton Radio

Key Contributions

- ☑ Edited and organized news content for radio broadcasts, ensuring clarity, accuracy, and adherence to journalistic standards.
- ☑ Produced and presented feature programs, demonstrating strong storytelling skills and the ability to cover diverse topics.
- ☑ Conducted interviews and research to develop engaging articles and radio segments on political and social issues.
- ☑ Maintained a network of contacts in government, academia, and research institutions, ensuring timely and accurate reporting.
- ☑ Promoted radio programs through digital marketing strategies on social media platforms, boosting audience engagement.

Volunteer | 2023 – 2024

Coelib Radio

Key Contributions

- ☑ Researched and developed content for radio presentations, resulting in well-informed and impactful on-air segments.
- ☑ Managed social media pages, creating content that increased audience engagement by 20%.
- ☑ Collaborated with team members to implement marketing strategies that enhanced the station's digital presence.
- ☑ Engaged in scriptwriting, voice-over production, and editing for various radio segments, showcasing adaptability in broadcasting.

EDUCATION

Bachelor of Arts in Communication and Media | 2024

Egerton University – Njoro, Kenya

LANGUAGES

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- ☑ English – Proficient
 - ☑ Swahili – Proficient