

Marynciana Lugasia Adema

Journalist |
Creative Digital
Storyteller |
Gender Equality
Advocate

*PASSIONATE ABOUT AMPLIFYING
MARGINALIZED VOICES, DRIVING
POSITIVE NARRATIVES, AND
FOSTERING INCLUSIVE CAMPAIGNS.*



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ABOUT ME

I am a multifaceted professional with a dynamic background in journalism, content creation, social media management, marketing, and gender advocacy. My work focuses on empowering communities, promoting equality, and driving meaningful change. With expertise in storytelling, event coordination, and digital strategy, I strive to inspire action through impactful media initiatives.



KEY EXPERTISE

Journalism and Storytelling: Creating compelling narratives that amplify underrepresented voices and raise awareness on critical issues such as gender equality and illicit financial flows (IFFs).

Social Media Management: Engaging audiences through tailored strategies for platforms like LinkedIn, TikTok, and more.

Content Creation and Editing: Crafting and refining content that informs, inspires, and drives change.

Event Coordination and Production: Organizing impactful events, including fashion shows and advocacy campaigns, to highlight 'Made in Kenya' brands and cultural narratives.

Marketing and Brand Strategy: Developing campaigns that elevate visibility and engagement for diverse organizations.

Advocacy and Research: Investigating and promoting issues such as women's involvement in mining and Africa's economic challenges.

PROFESSIONAL HIGHLIGHTS

Woman Kenya Network

1. Journalist and Social Media Manager:
Edited content, conducted interviews, and coordinated events advocating for gender equality.
2. Fact-Checking: Published 20+ fact checks and syndicated articles, contributing to combating misinformation.
3. TrustLab Progress Report Contributor:
Documented progress on fact-checking initiatives.

3. Marketing Consultant for The Heron Hotel

Developed and executed strategic marketing plans to enhance brand visibility and customer engagement.

4. Code for Africa

Completed a six-month fact-checking training program, gaining expertise in combating fake news.

Fashion and Event Projects

1. Collaborated with Jazz and Fashion Experience, Own the Runway, The Kenyan Fashion Story, and TBN Africa to produce events celebrating Kenyan creativity and innovation.
2. Specialized in event management and production, promoting impactful campaigns and events.

Collaboration Highlights

Worked with organizations like Ashoka East Africa, IBM, UCESCO AFRICA, The Heron Hotel, Nilotika Boutique and individuals across various industries.

PROFESSIONAL HIGHLIGHTS

NOTABLE ACHIEVEMENTS

1. Applied psychology insights to enhance social media engagement and audience connection.
2. Successfully managed campaigns that promote 'Made in Kenya' brands.
3. Produced investigative articles addressing systemic issues in Kenya, such as gender pay gaps and IFFs.

SKILLS

- Digital Marketing and Analytics
- Audience Engagement Strategies
- Investigative Research
- Content Adaptation for Diverse Platforms
- Event Planning and Coordination
- Writing and Editing

CONTACT INFORMATION

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