

Mercyline Tata

MEDIA AND COMMUNICATION SPECIALIST

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Objective

Dynamic communications professional with a proven track record of developing high-quality knowledge products that enhance visibility, educate diverse audiences, and empower underserved communities. Skilled in leveraging multimedia platforms, data-driven storytelling, and strategic communication to drive impact in agricultural and environmental programs. Committed to creating compelling narratives and knowledge-sharing tools that support organizational goals and global development initiatives.

Experience

PlantVillage | Communication Specialist

January 2020 – January 2025

- Developed and executed comprehensive communication strategies that increased stakeholder engagement and project visibility.
- Created and distributed knowledge products including press releases, social media content, and website materials to effectively communicate research impact.
- Supervised and provided training for 8 junior communication assistants to deliver multimedia storytelling across Kenya, Tanzania, Burkina Faso, Zambia, Uganda, Niger and Mozambique, promoting innovative agricultural solutions.
- Produced multimedia content, including photography and videography, to document field training sessions, farmer success stories, and projects including IPM solutions, land restoration, climate resilience among others.
- Collaborated with MERL to craft 5 impact-focused reports published on the website, aligning data with engaging storytelling.
- Established a strong social media presence, growing a following of over 150,000 and achieving over 1 million monthly engagements through strategic campaigns.
- Supported outreach programs by designing training materials that improved farmer education on climate-smart agriculture.
- Developed the knowledge library on the [PlantVillage website](#), which provides free information to farmers on more than 40 crops and diseases.
- Designed messages that were then sent to farmers on their mobile phones and responded to their questions via our platform.
- Established strong media relations, and in last year alone, securing coverage in global outlets including [CNN](#), [The Guardian](#), [Reuters](#), [Citizen TV](#), [KTN News](#) among others.

Feed the Future Innovation Lab for Current and Emerging Threats to Crops | Media Coordinator

2021 – 2024

- Developed comprehensive branding guidelines and templates in line with USAID standards to ensure professional and consistent communication.

- Led digital content creation, producing reports, infographics, and [videos](#) tailored for diverse audiences.
- Partnered with farmers, researchers, and project teams to document field interventions and success stories.
- Developed tracking tools to monitor communication effectiveness, audience reach, and media coverage.
- Supported internal project communication, ensuring seamless document flow and information sharing between partners and sub awardees.
- Coordinated 10+ [webinars](#) and hybrid workshops, managing multimedia content delivery and audience interaction for impactful knowledge dissemination.
- Contributed articles to Agrilinks, increasing visibility for projects addressing pest management and climate adaptation.

Education

Moi University, BA Linguistics, Media and Communication

2015 - 2019

Thesis: The Use of Regional Accents in Commercials: A Case Study of Faiba JTL Commercials in Kenya, exploring the influence of linguistic preferences on consumer behavior.

Final Grade: Second Class Upper Division

Certification

University of Washington, Certificate in Project Management in Global Health

2023

Focused on project planning, implementation, and evaluation, with an emphasis on health interventions and stakeholder engagement.

Skills & abilities

- Knowledge Product Development (Case Studies, Reports, Infographics)
- Data-Driven Storytelling
- Multimedia Production (Videography, Photography, Adobe Creative Suite)
- Strategic Communication & Knowledge Management
- Event Management (Virtual & Hybrid Formats)
- Social Media Strategy (Google Analytics, Canva)
- Budget Management & Financial Reporting
- Project Communication & Stakeholder Engagement
- Team Supervision & Training

Volunteering

Founder, Green Roots Empowerment Initiative

Led initiatives to supply sanitary pads to more than 500 young girls and promote environmental sustainability through tree-planting activities in schools. Engaged beneficiaries in climate

education and environmental activities, ensuring their continued school attendance and active participation in community-driven change.

Volunteer Mentor, Oserian High School

Mentored 87 students on career paths, higher education, and essential life skills, helping them explore opportunities beyond their socio-economic circumstances.

Referees

Stella Amakove

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