

Nanncy Adagala-Ombuya (MA Communication; PhD Candidate in Communication and Media Studies) Lecturer of Communication and Journalism Maasai Mara University

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Career Objective

A respected Corporate Communications Manager

Summary of accomplishments

- Branding and repositioning of Maasai Mara University (Designed the 2015 Calendar and Notebook diaries). These have given the university an image boost with notable comments from the Kajiado County Governor
- Designed and produced branded personalized diaries for the top management of Maasai Mara University in a bid to communicate the university to external publics
- Designed branded Maasai Mara University envelopes
- Guided the students of communication (PR & Journalism) to come up with the first ever Maasai Mara University students' magazine; the first Maasai Mara University students' newspaper is underway
- Effective media relations with ability to push stories for airtime and print space for authoritative pages
- Good script writing skills for corporate events and invited guests' speeches
- Selected as one of consultants for the provision of consultancy services on the preparation community development action plans for Shimba Hills Water Towers as the Communication expert
- Presented a research paper at a workshop at Maasai Mara University and the research paper is awaiting publication;

Influence of Part – Time Lecturing on Research among Universities' Academic Staff

- Presented two research papers at the First Maasai Mara University International Conference on the following topics;

Cultural Dynamics through Iconography of Celebrities on Youth through Print Media among Maasai Mara University Students, Kenya: The Case of Daily Nation "Buzz" Pull-Out

An Evaluation of the 'Weka Condom Mpangoni' Television Advertisement and Its Cultural Implications in Kenya

- Created *Mwisomero*, a vernacular radio educational program sponsored by Royal Media Service to promote awareness of its *Mulembe* FM.
- Participated in growth and awareness of "*Mwisomero*" through communications, advocacy and networking strategies
- Translated, wrote and edited with originality and creativity.
- Chair of the Curriculum Review Committee in the Department of Linguistics, Languages, Communication and Journalism, specifically developed the Communication, Journalism and Public Relations curriculum currently under discussion
- Baseline survey of a communication audit of private secondary schools in Nairobi County, Kenya (Unpublished Thesis)

- Involved in community service as the director of a community based school called Imani Learning Center, Ebwambwa, Kakamega offering ECD education and feeding program (currently in the process of registration)

Key strengths

- Resilient and able to withstand pressure
- Strong interpersonal and networking skills
- Highly organized
- Pleasant personality
- Ability to understand and work with reasonably technical information
- Honest and reliable
- High standard of professional ethics
- Team player
- Thorough
- Good oral and written communication and presentation skills in both English and Kiswahili
- Fluent and articulate
- Creative and talented

Working experience- responsibilities and achievements

January 2013 to date: Maasai Mara University

Position: Assistant Lecturer in School of Arts and Social Sciences, Department of Languages, Linguistics, Literature, Communication and Journalism

Key responsibilities

- Technical direction in the construction of a media lab (currently under construction)
- Co-ordinate effective instruction in all Journalism courses
- Review and develop a new Bachelors program in the department (under consideration at the Deans' Committee)
- Conduct and publish research
- Provide technical guidance in acquisition of media lab equipment (on-going)

Achievements

- Implemented the sourcing of technical persons in the construction of a media lab in Maasai Mara University
- Developed new Bachelors program which is awaiting approval by Deans' Committee
- Curbed graft by stopping over-the-counter purchases or purchasing media equipment without proper procedure in the construction of the media lab
- Organized external resource persons to guide and mentor journalism students
- Implemented alternative practical sessions in the section of journalism where students use external media labs for practical examinations for lack of the same at Maasai Mara University
- Applied the latest trends in teaching where assignments, term papers and final projects are submitted on soft copy in order to curb plagiarism and encourage creativity
- Implemented the first Maasai Mara University students' magazine by the Communication students
- Produced the first ever notebook diaries and calendar (2015) for Maasai Mara University

January 2010 to date: Mulembe FM

Position – Guest presenter

Responsibility

- Ensure the program educates, informs and entertains.

- Attract advertising revenue for the program
- Gave free radio advertising of mentions of Maasai Mara University through six mentions of the name during the introductions.

Achievements

- Developed Mwisomero, an interactive educational radio program aired on Mulembe FM.
- Through the program, the boy child education awareness has improved by 70% (Synovate) in Western Kenya.
- Program has brought in sponsorship e.g Mumias Sugar, Safaricom

January 2010 to date: Scripture Union:Ministry of The Navigators Kenya

Position – Trainer, Economic Projects Trust Fund (EPTF).

Responsibility

- Generation of training content
- Effective delivery of course content

Achievements

- Offering alternative entrepreneurial skills to commercial sex workers
- One day training in entrepreneurial skills to widows every December
- Started an early childhood development center, Imani Learning Center targeting under-privileged pupils where they get free breakfast and lunch

2009 to 2013: Daystar University

Position - Adjunct Lecturer in the School of Communication, Languages and Performing Arts

Responsibility

- Attend to all assigned classes
- Set and mark assignments and exams according to the academic calendar
- Submit grades in the Daystar grading system within the specified timelines at the end of every semester
- Supervision of thesis
- Guide students in research proposals
- Link theory and practice by assigning students into practical class projects

Achievements

- Good evaluation reports from both students and supervisors
- Assigned Masters courses in the School of Communication
- Supervised thesis to completion and graduation

May 2012 to December 2012: Multimedia University

Position - Adjunct Lecturer in the Faculty of Media, Film and Animation and Communication

Responsibility

- Attend to all assigned classes
- Set and mark assignments and exams according to the academic calendar
- Submit grades in the Multi Media University grading system within the specified timelines at the end of every semester

Achievement

- Good evaluation reports from both students and supervisors

May 2012 to December 2012, St. Paul's University

Position - Adjunct Lecturer in the Department of Communication

Responsibility

- Attend to all assigned classes
- Set and mark assignments and exams according to the academic calendar
- Submit grades to the Head of Department within the specified timelines at the end of every semester
- Supervise students' projects

Achievements

- Good evaluation reports from both students and supervisors

1989-2010: Teachers Service Commission

Position - High School Teacher & KCSE Marker and Examiner

Taught Kiswahili in various secondary schools

Responsibilities

- Develop effective oral and written communication skills for students.
- Supervise national examinations at the KCSE level.
- Patron – Journalism Club and Secretary to the Guidance and Counseling Department
- Communicate appropriately to parents as required by the school policy.
- Design and administer internal tests and assessments.
- Checking the class attendance registers and discussing any emerging issues with the Deputy Principal
- Organizing class meetings for all the students under my charge every Wednesday morning from 7.30 am to 8.00 am together with their respective class teachers
- Organizing academic and career talks in collaboration with PTA representatives and invited speakers

Achievements

- Trained and coached hockey for Secondary schools competition
- Promoted to Head of Stream Co-coordinator

2009: Kenya Institute of Management (KIM)

Position - Consultant

Responsibility

- Sieve through all job applications
- Recommended candidates for hire
- Prepare reports

EDUCATION AND PROFESSIONAL QUALIFICATIONS

2014 to date: Kisii University (PhD Candidate in Communication, Media Studies and Information Science)

2006-2012: **Daystar University**
Master of Arts in Communication

1986- 1989: **Kenyatta University**
Bachelor of Education (Arts)

Awards: -

- Diploma in Christian Religious Education Awareness Program in Counseling
- Certificate of merit for my class attaining position 3 in KCSE 2002 Kiswahili language in Nairobi Province
- Certification of Appreciation for marking the 2003 National Schools Essay Competition organized by The Tea Board of Kenya

Workshops & consultancy opportunities

- Resource Person: Professionalism and significance of CRE in society. Secondary School Teachers' Workshop, Nairobi Province
- Consultant Trainer/Facilitator; Christian Health Association of Kenya (CHAK)
- 'Children's Writers Workshop', organized by WordAlive Publishers
- Certificate of participation from National Co-coordinator of Drug abuse (NACADA)
- Consultant/Trainer. (Customer Care Service) Sabatia Eye Hospital

REFEREES

1. Prof.Mary Walingo
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