OGILA OMONDI JAPHETH

SENIOR EDITOR/COMMUNICATION EXPERT

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A seasoned and dedicated professional with a passion for preparing stories that make a difference, developing new communication strategies, producing content for social media, and organizing PR events. Possesses more than 7 years of experience in print media production and digital journalism and content strategy; brings an eye for detail, commitment to quality, and dedication to meeting deadlines. Proven ability to work independently, develop and execute communication plans and achieve objectives. Highly professional attitude, strong attention to detail, deep passion for marketing, great problem-solving skills, and well-developed teamwork abilities. Strong writing, analytical, editing, and media relations skills.

# EXPERIENCE

**Founding Editor,** 06/2024- (currently)

The African Scribe (Kenya)

* Assigning news stories and editing them to check for potential libel or slander, and providing suggestions, if needed, about any changes to make before the publication goes to press or is released digitally.

**Managing Editor,** 12/2020 – 7/2024

The City Review (Juba, South Sudan)

* Reviewing all articles and photographs for accuracy as well as for potential libel or slander, and providing suggestions, if needed, about any changes to make before the publication goes to press or is released digitally.
* Collaborating with marketing team to create contents that are engaging and relevant to target audience.
* Reviewing advertising contracts for accuracy, legality, and compliance with standards set by the industry by 100%.
* Meeting regularly with the Managing Director to discuss issues, plans, and other business relating to the publication.
* Drawing up budget proposals and any other information requested for editorial purposes.
* Generating engaging story ideas, organizing training such on technology and hands on reporting skills for the editorial department (Projecting at 40% readership growth per quarter).
* Developing graphics and reviewing all artworks for The City Review Digital before publication.

**Consultant at AMDISS as Judge for Hackathon II,** 01/2024

* Sitting alongside other judges to examine the pitches from the participants in journalist program.
* Giving appropriate suggestions on how to shape up the pitches into required end product.
* Ranking the pitches and working with the other judges to determine the winners of the competition.

**Editorial Consultant**, 01/2020 – 12/2020 dzidzo.co.ke

* Proofread, edited, and evaluated final copy to verify content aligned with established guidelines and vision of Kenya Student Magazine.
* Assisted a team of writers and editors to produce content for the company’s website, blog, email

newsletters, social media channels, and print publications.

* Oversaw editorial processes including story pitches, article assignments, editing copy for accuracy and clarity, photo selection and licensing agreements.
* Authored and edited original content across diverse media formats, comprising blog posts and news updates, increasing site traffic by 14%.

**Online Digital Sub Editor**, 11/2017 – 12/ 2020 Standard Media Group

* Regularly implemented knowledge of media production, communication and dissemination techniques and methods as needed to ensure efficiency in processes.
* Managed multiple aspects of the content creation for the news section that appeared in print, online, and on social media.
* Served as a reporter when necessary and constantly monitored and analyzed the media presence.
* Generated story ideas, maintained and organized relevant documents, and coordinated 2 interns.
* Collected and analyzed feedback and executed other tasks as required.
* Awarded the Employee of the Month twice for constantly performing exceptional work.
* Grew website traffic by 15% per quarter as projected in the BSC.

**Trainee Reporter**, 02/2017 – 10/2017 KTN News and the Standard Newspaper

* Under the supervision of the assignment editors, gained significant hands-on experience in the day-to- day operations of a fast-paced news environment.
* Assisted new staff with compiling packets of information, answering phones, and other duties that are useful in the newsgathering process.
* Conducted research and assisted in preparing news packets for news anchors and scanning news wires.
* Conducted field research for potential news stories and resources for on-air news talent and producers.
* Participated in daily team development meetings with news directors, producers, news anchors, and reporters.
* Wrote conversational voiceovers, anchor introductions, readers, and packages knowledgeable about how to execute a bridge, stand-up, and live reporting.

**SKILLS**

* News writing
* Proposal writing
* Creative writing
* Content Management System (CMS)
* Strong communication skills
* Social Media Management
* Effective Communication Skills
* Creative Problem-solving
* Copy editing
* Storytelling

**EDUCATION**

**Master of Arts in Mass Communications,** Ongoing Liverpool John Moores, UK

# Bachelor Degree in Communication and Media Technology with IT

Maseno University, Kenya

**TRAINING AND CERTIFICATION**

* FAO training on Improving Media and Communication for Food Security and Nutrition in Eastern Africa- 2024
* Certificate in Fact-Checking and Verification by AFP and Google News Initiative
* Certificate in Strategic Management (UNICAF), Professional Development Division, 2021
* Certificate of Completion of a course on Election Fact-checking and Verification by African Fact- Checking Alliance in collaboration with Code for Africa, July 2022
* Digital Journalism Training (Reuters), July 2021
* Multimedia Journalism Training (Broadcast, Print and Digital Reporting), Post-Graduate Training at Standard Media Group Academy, Oct 2017
* Certificate in Mentorship Programme (KIBCO), Nairobi, Kenya, 2015
* Africaoair/European Journalism Centre Investigative Journalism Training in Nakuru, Kenya. Africaoair/European Journalism Centre), Sept 2014
* Execution of academic projects such as Kisumu Youth, Economic Empowerment, Impala Sanctuary (Documentary), and Maseno Times (Newspaper), 2013 – 2014
* Certificate in MS Office Packages Modern Computer Training Center, 2009

**REFEREES**

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