

CURRICULUM VITAE

PERSONAL DETAILS

NAME : Winfred Amwayi Chitolo Malala
DATE OF BIRTH : 26th January, 1971
GENDER : Female
MARITAL STATUS : Married, 2 children
NATIONALITY : Kenyan
PERMANENT ADDRESS : P. O. Box 1054 – 50100, Kakamega - Kenya
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CAREER OBJECTIVE

To utilize my vast media experience, education, skills and communications expertise to play a key role in strategically shaping an organization to achieve its objectives. Further, I want to share the knowledge I have to enhance professionalism.

ACADEMIC BACKGROUND

2010 - 2013 : Master of Science in Communication and Journalism, Moi University

2006 – 2009 : Bachelors degree in Journalism and Mass Communication (Second Class Upper Division), Masinde Muliro University of Science and Technology (MMUST)

1994 – 1996 : Diploma in Mass Communication (Television and Radio Production Option), Kenya Institute of Mass Communication (KIMC)

1988 -1989 : Kenya Advanced Certificate of Education (KACE) – (3 Principals, 1 Subsidiary), Chakol Girls High School

1984 – 1987 : Kenya Certificate of Education (KCE) – (Division 2), Kaimosi Girls High School

WORK EXPERIENCE

June 2008 to Date: **Masinde Muliro University of Science and Technology, 103.9 MMUST FM**
Designation: **Radio/ Television Producer**

Duties:-

- Conceptualizing, researching Radio & TV programme ideas on topical issues,
- Moderating talk shows and discussion programmes
- Conducting radio interviews,
- Scripting radio programmes,

- Producing radio programmes (*HIV and AIDS, Career Watch, Towards Food Security, State of the University, Kilimo Bora, Rural Development, Devolve Power Not Corruption*)
- Video shooting documentaries for the University,
- Scripting for TV documentaries,
- Editing news stories,
- Presenting live news bulletins,
- Moderating interviews, discussions and talk shows,
- Continuity announcing,
- Mentoring interns.

Responsibilities: -

Radio Station Manager

- In-charge of the station's staff and volunteers,
- Coordinate administrative activities of the station,
- Marketing the radio station,
- In-charge of all students on industrial attachment,
- Supervise and manage the day to day running of the station,
- Represent the station at various fora,
- Writing weekly reports on the station's performance,
- In-charge of public and customer relations.

Oct 1997 – May 2008: Kenya Broadcasting Corporation

Designation: Radio Producer

Duties:-

- Researching on TV/Radio programme ideas, scripting and editing programmes.
- Filing stories from the field for TV news, Radio current affairs and sports units.
- Shooting and producing inserts and feature stories for TV news.
- Recording programmes on topical issues such as environment, agriculture, education, health, children, gender and development.

Responsibilities:-

Regional Coordinator, Western Province

- In-charge of KBC staff in Western.
- Coordinating administrative activities of KBC offices in the province.
- Represent KBC at Provincial meetings and other fora.

OTHER WORKING EXPERIENCE

1. Part-time Lecturer: Principles of Public Relations, Business Communication, Creative and Applied Thinking Skills, Introduction to Advertising, Use of Media in HIV & AIDS Prevention Management, Masinde Muliro University of Science & Technology. September 2009 to date.
2. Part time Lecturer: Media Law & Ethics, Radio Journalism Techniques, News Writing and News Anchoring, Sigalagala Polytechnic. September 2011 to 2013.

OTHER RESPONSIBILITIES

- Honorary Secretary , Wevarsity SACCO Ltd
- Secretary, Big Vision Women Group
- Chairman, Sol Sisters Women Group
- Welfare Officer, Rejoice Women Group
- Patron, Sunday School St. Luke's ACK Ejinja.

TECHNICAL SKILLS

- Accomplished Communications expert both for Print and Electronic Media
- Accomplished Photojournalist and Videojournalist
- Computer proficiency in MS Office, Photoshop and Internet.

RESEARCH

MASTERS THESIS TITLE: Information Sourcing and Packaging in the Digital Era: A Study of Radio Journalists in Western Kenya.

BACHELORS THESIS TITLE: Portrayal of Women in Kenyan Newspapers: A Case Study of The Daily Nation and The Standard.

MEMBERSHIP

- Association of Media Women in Kenya (AMWIK)
- Nile Basin Media Network (NBMN)
- Media Council of Kenya (MCK)
- Mothers' Union Anglican Church of Kenya (ACK)

WORKSHOPS ATTENDED

- Facilitator, Scripting Radio Programmes for Learning by Commonwealth for Learning – MMUST, Kakamega

- Gender, Good Governance and Networking by British Council – Bishop Stam, Kakamega
- Building Sustainable Synergies Towards Development by Nile Basin Initiative – Nile River Resort Jinja, Uganda
- UNDP –MCK Election Coverage 1997 & 2002 – Kenya School of Monetary Studies, Nairobi
- Implementation of ISO 9001: 2008 – Kakamega, Kenya
- Role of Media in Constitutional Implementation, 2011 – Eldoret, Kenya
- Facilitator, Orientation workshop on Anti-retroviral Therapy, 2011 – Kakamega, Kenya
- Better Science Reporting – Crops, Livestock and Environment, October 2011 – Nairobi, Kenya
- Academic Writing by Faculty of Education and Social Sciences, 2012 – MMUST, Kakamega
- Rapporteur, GIPA and Gender Mainstreaming in HIV Programming by NACC, 2012 – Kakamega
- Women Enterprise Fund, 2012 - Kakamega
- Strategic Planning and Management for Cooperatives, June 2013 – Kisumu.

INTERESTS

- Writing, reading, travelling, making new friends and working with the less fortunate.

LANGUAGES

- English, Kiswahili and Luhya – perfectly fluent. French - passable.

PERTINENT INFORMATION

I desire for an opportunity that will strategically enable me to utilize my knowledge, skills and experience in your organization.

REFEREES

1. Ms. Lydia Anyonje
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Masinde Muliro University of Science and Technology
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2. Prof. Okumu-Bigambo, W
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3. Mr. Martin King'asia
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