

LAUREEN ATIENO CLAIRE

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Professional Summary

Proactive and detail-oriented Corporate Communication Professional with proven experience in multimedia content creation, media relations, and organizational communication. Skilled in developing communication strategies, managing digital platforms, and producing high-quality visual and written materials that align with institutional goals. Adept at supporting internal and external communication functions, ensuring brand consistency, and engaging stakeholders through compelling storytelling.

Core Competencies

- Corporate and Strategic Communication
- Media Relations and Public Affairs
- Digital Media and Social Media Management
- Content Creation (Articles, Press Releases, Video)
- Brand Identity and Visual Communication
- Event Planning and Coordination
- Internal Communication and Stakeholder Engagement
- Crisis Communication Support
- Research, Reporting and Documentation

Professional Experience

Intern – Videography and Communication

Hope Channel Kenya | February – May 2025

- Created multimedia content for TV and digital platforms, including interviews, features, and promotional videos.
- Supported corporate communication strategies by aligning multimedia production with brand objectives.
- Assisted in planning and executing communication campaigns, ensuring audience engagement.
- Edited and repurposed video and graphic content for online distribution.

Intern – Reporter and Media Liaison

Kenya News Agency | October – February 2025

- Drafted and published press releases, feature stories, and news reports for government and public communication.
- Covered high-profile events and collaborated with communication officers to ensure accurate reporting.
- Assisted in stakeholder engagement and dissemination of official communication.

Intern – Social Media and Corporate Communication

Golfview Service Apartments | June – October 2023

- Managed corporate social media accounts and created engaging digital content.
- Designed promotional graphics, newsletters, and marketing materials.
- Enhanced online visibility through strategic digital communication.

Attachee – Communication Department

Kenya Civil Aviation Authority | February – May 2022

- Assisted in drafting and reviewing communication materials, including speeches and internal memos.
- Participated in corporate events, ensuring smooth coordination of media coverage.
- Supported implementation of communication policies and strategies at departmental level.

Reporter

Moi University Press Club | 2021 – 2023

- Wrote and edited articles for campus publications.
- Covered events, interviews, and student activities for news and feature stories.
- Developed foundational communication and storytelling skills.

Education

- **Moi University – Bachelor of Arts, Linguistics, Media and Communication**
(Graduated 2023)
- **Sacred Heart Mukumu Girls' High School – KCSE (2017)**

Technical Skills

- Adobe Premiere Pro
- MS Office Suite (Word, Excel, PowerPoint)
- Photography and Video Production