

CURRICULUM VITAE

EDWIN WANYAMA WACHALA

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Date of Birth: 16th April 2000

CAREER OBJECTIVE

Aiming to build a career as an all round journalist, committed to upholding professionalism, respect, authenticity, and credibility in the media industry.

EDUCATION

2019-2023 :- Bachelor of Journalism and Mass Communication (Full-time)

Technical University of Mombasa

2022 -2024 : Diploma in Theology(Part time)

Shalom Breakthrough Bible College

2015 – 2018 : – Kenya Certificate of Secondary Education (KCSE), Grade B

Bungoma High School,

2005 – 2014: – Kenya Certificate of Primary Education (KCPE), 347 marks (Kimaeti Primary School)

PROFESSIONAL EXPERIENCE

PRUDENTIAL INSURANCE COMPANY

- **TRAINER OF TRAINEES**

February 2024 - September 2025

I trained sales agents in communication skills to enable them engage with customers in a professional way and succeed in persuading them to subscribe to our services

TUMO RADIO (TECHNICAL UNIVERSITY OF MOMBASA ONLINE RADIO)

PERIOD : 2020 – 2023

I. MARKETING MANAGER

KEY RESPONSIBILITIES

- **BRANDING STRATEGY**

As the head of marketing, with the help of other colleagues, we developed the brand and messaging of the Technical University of Mombasa Online Radio station, we came up with the stations signature tune “**VARIETY IS OUR DNA**” which enabled the station to stand out as the only online radio station that offers a variety of content.

- **AUDIENCE ENGAGEMENT :** I organized for a live -open air show “**TUMO KWA GROUND**” . This enabled Tumo Radio fans to interact with the presenters , we had fun and won the loyalty of the audience, we gave them giveaways and this helped us to increase the number of listeners
- **MARKETING CAMPAIGNS**

Together with the marketing team , we executed on -air, online and offline marketing initiatives. With the help of posters we circulated promotional messages which enticed our target audience

- **MANAGING PUBLIC RELATIONS**

It was my duty to ensure that we gained and kept good mutual relationship with our audience.

II. HEAD OF PROGRAMS

KEY RESPONSIBILITIES

Through market research, I realized a niche audience; this was the youth and Christians audience segment. I suggested more programs that targeted their interest and this gained us more listenership.

III. PRESENTER

I hosted three (3) shows namely;

- **RHUMBABILLBOARD :** Every Wednesday and Friday from 7:00PM to 10:00PM and on Saturday (MITULINGA SATO) from 10:00AM to 12:00 NOON
- **KAPU LA BARAKA :** Every Sunday 6:00AM – 10:00AM
- **BOMBA LA SPOTI :** Sundays 4-7PM

IV. SOCIAL MEDIA MANAGER

I posted the digital content as well as live streamed shows on the social media handles

WEST MEDIA LIMITED (WEST FM/WEST TV/MUMBO FM

PERIOD :2023 (December – May)

KEY RESPONSIBILITIES

- **MARKETING AGENT :**

I managed to market the stations brand. I promoted most of the show through sharing posts on my social media accounts as well as Mumbo Fm handles

- **Sports News Presenter & Reporter**

- Provided sports news coverage, including reporting, writing, and presenting live updates.
- Delivered accurate and timely sports content, fostering listener engagement.

- **Reporting for both West Fm and Mumbo FM**

With the help of the news editors ,I learned how to source the news, scripting, editing and voicing news contents

EMURIA FM 2024 May – 2025 January

- **Reporter and Marketing agent**

As a reporter, I delivered timely news reports to the news desk and also served as a market agent for the station. I managed to sale the brand of EMURIA as well as looked for business opportunities such as funeral announcements , commercials and live interviews with musicians.

KHENDO FM October 2025 to date

. Radio presenter, anchoring news and hosting programme

SKILLS & ATTRIBUTES

- Strong communication and interpersonal skills.
- High sense of professionalism and respect.
- Effective in both individual and team environments.
- Detail-oriented with a passion for storytelling.

REFERENCES

i. Dr. Lutsili Sikinyi

Dean of Studies, Communication Department, Technical University of Mombasa

Phone: 0729371373

ii. Mr. Patrick Mukangula

Head of Programmes Emuria FM

Contact : 0723041306 iii.

Madam Violet Murumba

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