

CURRICULUM VITAE



MARY ANNE MUTHONI NDUNG'U
B.A. Communication (UoN), M.A. Communication (UoN),
Ph.D. Mass Communication ongoing (JKUAT)

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PERSONAL DETAILS

DATE OF BIRTH: 4TH JANUARY 1983
RELIGION: CHRISTIAN
LANGUAGES FLUENT IN: ENGLISH AND SWAHILI

CAREER PROFILE:

Experienced trainer with valuable industry experience of 10 years in Communication and Media with a passion for Television and online productions. Results oriented with a proven track record in writing, and editing for TV and online media while working collaboratively with teams. Inspirational mentor with built in skills in administration, process analytics, and research.

PROFESSIONAL QUALIFICATIONS

BUSINESS ENGLISH 1	ZETECH COLLEGE	2006
CPA 1	ZETECH COLLEGE	2005
IT CERTIFICATES	INTEX MANAGEMENT INSTITUTE	2001

PUBLICATIONS AND ARTICLES

PUBLISHED ARTICLE

Ndung'u Isaiah, Daniel Ndung'u, and Mary Anne Ndung'u . "Pragmatic Limitation of Translation and Interpretation of First Language Utterances into Second Language. *International Journal of Arts and Commerce*, Vol.9, No. 8, Aug 2020, pp. 61-81.

UNPUBLISHED

Ndung'u, Maryanne M. "Advertising & Marketing Strategies: What Crafters of New Kenya Ought To Learn." PhD Paper . Jomo Kenyatta University of Agriculture and Technology. August, 2013.

Ndung'u, Maryanne M. "Capitalism and Advertising: Two Faces of the Same Coin." PhD paper. Jomo Kenyatta University of Agriculture and Technology, August, 2013.

Ndung'u, Maryanne M. "New Media and Public Relations." PhD paper. Jomo Kenyatta University of Agriculture and Technology, April, 2013.

Ndung'u, Maryanne M. "Uses and Gratifications of Online Newspapers among Undergraduate Students in Universities in Kenya: A Case Study of The University of Nairobi." M.A. Diss. University of Nairobi, 2009.

PUBLISHED: Feature article:

Ndung'u, Maryanne M. "The Big Dilemma: Absentee Fathers." *Kenya Times* 30 Jan. 2008:22.

ACADEMIC MODULES: Introduction to Broadcasting, Introduction to Public Relations, Language Skills in Journalism, Advertising, Principles and Practice of Photojournalism (Mount Kenya University)

CURRICULUM VITAE SUMMARY

WORK EXPERIENCE

TUTORIAL FELLOW:

UNIVERSITY OF NAIROBI

SCHOOL OF JOURNALISM (OCTOBER 2019- DATE)

WITH RESPONSIBILITIES IN:

- Lecturing on Communication and Human Rights, Video Editing, Radio Production 1, TV Production, TV Directing, TV Production 1, TV News Writing and Production, Announcing and Presentation, Script Writing, Fundamentals of Radio Production
 - Sourcing for teaching and reference material
 - Organizing course content, exam preparation, grading, and processing
 - Participating in curriculum development, research defenses, workshops, trainings, and conferences
 - Organizing practical coursework
 - Online class facilitation and oversight
 - UON TV & Radio studio team member
 - UON TV & Radio studio team secretary
 - Studio equipment and systems troubleshooting and testing
- FOR OVERALL SUPPORT OF SCHOOL GOALS

ASSISTANT LECTURER:

MOUNT KENYA UNIVERSITY

(MAIN & NAIROBI CAMPUS) JANUARY 2012- SEPTEMBER 2019

WITH RESPONSIBILITIES IN:

- Lecturing on Introduction to Broadcasting, History of Mass Communication, Language Skills in Journalism, Online Journalism, and Public Speaking, Corporate Communication, Audience Behavior, Development Journalism, Media Law and Ethics, Campaign Planning, Advertising, Advertising Media Strategies and Tactics, Lobbying and Advocacy, Introduction to Public Relations
 - Sourcing for teaching and reference material
 - Organizing course content
 - Availing opportunities for events and exhibitions
 - Setting, moderating, invigilating and grading exams
 - Preparing students' progress records
 - Supervising students on attachment
 - Supervising and assessing student projects
 - Managing and preparing the timetable for the department's B.A. program
 - Streamlining the B.A. curriculum outlines
 - Development of new programs (B.A & M.A. Film Studies, M.A. Journalism, Diploma & Certificate in PR, Diploma & Certificate in Journalism
 - Creating modules for the distance learning program for the department.
 - Managing quality assurance
- FOR OVERALL SUPPORT OF SCHOOL GOALS

VOLUNTEER:**TUSHIYA MINISTRIES****MEDIA DEPARTMENT (2018 -DATE)****WITH RESPONSIBILITIES IN:**

- TV transmission (Signet Testimony TV)
- TV transmission staff training (Signet Testimony TV)
- TV station content quality control (Signet Testimony TV)
- Textual editing, and transcription
- Crisis management
- Liaison between the administration and volunteers
- Training volunteer content transcribers
- Training Script Writers for TV show content creation
- Assist with Camera work/camera operations
- Participate in content projection
- Participate in the TV content Oversight Team
- Participate in Live Streaming of content
- Quality control of Live streaming content
- Event sound production (Soundcraft LX7 ii 32 Live mixer)
- Quality control of sound & troubleshooting
- Participate in distribution of content
- Participate in App systems testing/troubleshooting (<https://m.apkpure.com/tent-of-testimonies/org.tentoftestimonies.tushiya>)

COORDINATOR**MOUNT KENYA UNIVERSITY****(VIRTUAL VARSITY: JOURNALISM DEPARTMENT) JAN 2016-SEPT 2016)****RESPONSIBILITIES:**

- Crisis and conflict management and control(lecturer-student conflicts, needs assessment)
- Liaison between the administration and students
- Exam facilitation
- Online class facilitation and oversight
- Participation in staff hiring and training

COORDINATOR**MOUNT KENYA UNIVERSITY****(NAIROBI CAMPUS: JOURNALISM DEPARTMENT) FEBRUARY 2013- SEPT 2014)****RESPONSIBILITIES:**

- Crisis and conflict management and control(lecturer-student conflicts, needs assessment)
- Liaison between the administration and students
- Budget for trips
- Supervise trips for practical lessons and workshops
- Liaison between lecturers and the transport manager
- Oversee the construction and setup of the journalism studio and computer labs
- Supervise lecturers to ensure optimum class attendance
- Exams(setting, invigilation)
- Supervise equipment use, handling, and care e.g. cameras
- Create a staff establishment portfolio to guide in the hiring of staff
- Facilitate student needs especially for those going on attachment with the relevant documentation.(letters, logbooks, press cards)
- Ensure that staff and students are aware of and follow the university program.
- Facilitate the Film, Animation, Journalism programs per semester/trimester (Certificate, Diploma, Degree, Masters)

TRAINER**VIRTUAL CAMPUS (MOUNT KENYA UNIVERSITY) (JAN 2013-SEPT 2016)****WITH RESPONSIBILITIES IN:**

- Assisting in the coordination of the Virtual campus for the journalism department
- Assisting to select lecturers on behalf of the department to serve in the virtual campus
- Supervising students online
- Setting C.A.T's & exams, marking, and submitting results
- Writing modules(Public Speaking, Introduction to Broadcasting, Language skills, Introduction to Public Relations, Advertising, photojournalism)

LECTURER:**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY****(ZETECH COLLEGE) OCTOBER 2011- JAN 2012)****WITH RESPONSIBILITIES IN:**

- Developing the course structures for: Broadcast screen writing, Video editing, Photography, Development Communication and Industrial Management
- Sourcing for teaching and reference material
- Liaising with the administration in addressing students' needs
- Safeguarding and handling school equipment and cameras
- Preparing students' progress records
- Organizing courses and availing opportunities for events and exhibitions
- Setting, invigilating and grading exams

LECTURER AT MEDIA SCHOOL AFRICA**WITH RESPONSIBILITIES IN:**

- Developing course outlines for: English for Journalism and Advanced Writing,
- Sourcing for teaching and reference material
- Safeguarding and handling school studio equipment and cameras
- Preparing students' progress records
- Organizing courses and availing opportunities for events and auditions.
- Judging talent in auditions
- Setting, invigilating and grading exams

SCRIPT WRITER & VOICE OVER TALENT:**SAMANTHA'S BRIDAL TV SHOW (NTV) (OCTOBER 2010-MAY 2011)****RESPONSIBILITIES:**

- Script writer & voice over talent for the show that airs on NTV on Sundays.
- Coordinating with the senior editor on editing requirements as per NTV regulations.
- Editing using Final Cut Pro and Final Cut
- Coordinating with the camera crew on specs needed such as cut-aways and interview questions.
- Meeting participants in the show and acquiring fillers.
- Liaising with the graphic designer on the show cover page.
- Creatively aligning the show to fit the story line and brand.
- Carrying out the vision of the director by creatively weaving out the end product.
- Delivering and supervising the timely delivery of the TV show to NTV.
- Quality analysis of the show at the point of transmission (NTV).
- Crisis management and control
- Participating in the after air review of the TV show.
- Highlight: Assist in the logistics of planning a wedding fair. (Fashion Show).

CONSULTANT:
ASSOCIATION OF MEDIA WOMEN OF KENYA (AMWIK)
(JANUARY-FEBRUARY 2011)

RESPONSIBILITIES:

- Using questionnaires to conduct data analysis.
- Presenting results in figures, tables & charts
- Presenting detailed results on: 1) Media reporting on women's rights issues in 2010
2) Media coverage of the reform agenda in 2010

RESEARCH CONSULTANT FOR:

- Triple Star Organization- a community based girl child project (August 2010)
- Great Hopes Children's Home for the rescue of HIV infected and affected children of the Soweto slums-Kayole (July 2010)
- Msichana Mdogo Kangemi Community Project (UNHABITAT YOUTH FUND PROGRAM) on behalf of CETRADIN INTERNATIONAL(April 2010)
- Mathematics Guide for K.C.P.E as graphics editor (May 2009-March 2010)
- Information, Education and Communications advisor for Women of Influence on behalf of World Harvest International Church (August, 2008)
- Media framing of the impact of the 2007-2008 Post Election Violence on Corporate Organizations (University of Nairobi/Dr. Peter Oriare)
- Media framing of government communication during the 2007-2008 Post Election Violence (University of Nairobi/Dr. Peter Oriare)
- Contributions of the Media to the electoral and political crisis in 2007-2008. (University of Nairobi/ Dr. Peter Oriare)

LECTURER:

EAST AFRICA SCHOOL OF JOURNALISM SEPTEMBER 2008- MAY 2010

RESPONSIBILITIES:

- Developing course outlines for student courses
 - Lecturing on Photojournalism and digital image editing, TV production, Media Law and Ethics, Editing for Print and Feature Writing
 - Sourcing for teaching and reference material
 - Supervising students and liaising with the administration in addressing students' needs
 - Safeguarding and handling school equipment and cameras
 - Preparing students' progress records
 - Organizing courses and availing opportunities for events and exhibitions
 - Setting, invigilating and grading exams
 - Publishing of student photos
 - Supervising school promotions and adverts
- FOR OVERALL SUPPORT OF SCHOOL GOALS

APPRENTICESHIP AND INTERNSHIP: THE MEDIA DEPARTMENT

WORLD HARVEST INTERNATIONAL CHURCH NOVEMBER 2006-OCTOBER 2009

RESPONSIBILITIES:

- Training in TV program editing
- Execution of product quality and improvement strategies
- Supervision of media personnel.
- Handling of TV equipment
- Transmission of quality images and projection

- Coordination with relevant departments especially finance department
- Resource management
- Marketing products e.g. audio and video messages, books and event products
- Managing the Power Connection TV program for various broadcasting houses.
- Giving quality analysis of the TV program
- Video coverage of church events and promotions
- Video Editing using Adobe Premiere (6.5 and Pro.)
- Interviewing and writing for broadcast and online media
- Graphic Design for the Church Website using Macromedia Suite, Adobe Photoshop, Illustrator and Corel Draw
- Maintaining records and archiving content
- Highlights:- Providing video coverage and humanitarian assistance in the Kajiado feeding and Medical camp; and providing video coverage for the Thika Women’s Prison Mercy Mission.

ADMINISTRATIVE INTERNSHIP:

WORLD HARVEST INTERNATIONAL CHURCH SEPTEMBER- NOVEMBER 2006

RESPONSIBILITIES:

- Managing cooperative duties with the office manager and substitute assistant
- Implementing communication and administrative directives
- Presiding over staff meetings.
- Writing minutes, reports, and letters.
- Correspondence and filing procedures
- Preparation of and updating of data base
- Resources management
- Planning the calendar of events
- Managing front office and reception
- Distributing event materials to our public
- Highlights: Assisting in logistics for national and international guests and conferences like Rob Thompson (USA), Bishop Robert Kyanja (UG), and Juanita Bynum (USA) among others.

EDUCATION

• Ph.D. (Mass Communication)	JKUAT	Sept 2012- Date
• M.A(Communication Studies)	University of Nairobi (Research grade A)	2007- 2009
• B.A(Economics, Communication)	University of Nairobi (2 nd class)	2002- 2006
• K.C.S.E	Naromoru Girls (B+)	1997- 2000
• K.C.P.E	Nyeri Primary (502 marks)	1989-1996

PUBLICATIONS AND ARTICLES

PUBLISHED ARTICLE

- Ndung’u Isaiah, Daniel Ndung’u, and Mary Anne Ndung’u . “Pragmatic Limitation of Translation and Interpretation of First Language Utterances into Second Language. *International Journal of Arts and Commerce*, Vol.9, No. 8, Aug 2020, pp. 61-81.

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PUBLISHED:Feature article:

Ndung'u, Maryanne M. "The Big Dilemma: Absentee Fathers." Kenya Times 30 Jan. 2008:22.

ACHIEVEMENTS

- Certificate of Attendance -University of Nairobi -Pedagogy, Andragogy, And Mentorship Training (November 2019)
- Certificate of Service- Mount Kenya University (1st October, 2019)
- Certificate of Completion- Centonomy Entrepreneur (March, 2017)
- Certificate of Completion –Centonomy 101 (Personal Finance Management and Wealth Creation) in December 2016
- Certificate of Participation in Canon & Riverwood Film and Television Production workshop (July 2016)
- Certificate of Completion Galilee International Management Institute (March, 2016)
- Certificate of Merit (Distinction) from Petanns Driving School BCE class
- Certificate of Successful Completion of Internal Quality Auditors' Course on ISO 9001:2008 (March, 2014)
- Certificate of successful attendance and completion of the Kingdom Foundation Course (October, 2013), and Kingdom Academy (April, 2016)
- AISEC Young Entrepreneur Certificate (June 2006)
- Member of Economic Students Association (October, 2005)
- I Choose Life (ICL) Peer Education Training Certificates (2005)
- Certificate of Recognition School of Music Jubilee Christian Church (July 2004)
- Counseling Certificate from Nairobi Chapel (November 2004)
- Certificate of Proficiency Salon Dorcas College (June 2004)
- Computer Course Certificates: Pagemaker, Ms Word, Ms Excel 2000, Lotus 1 2 3 (2001)
- K.C.S.E Best student- History and Home Science at Naromoru Girls (2000)
- Certificate of Appreciation Naromoru Girls Laboratory Captain (2000)
- Participated in Science Congress up to provincial level
- Member of Kenya Girl Guides Association-Rangers Movement
- Certificates in sports (1996,2000)
- Certificate from the National Council For National Development after a 25 Kilometer Kenya Freedom from Hunger Walk (1993)

CONFERENCES/FORUMS ATTENDED

- 9th Interuniversity Graduate Students' Forum (IGSF) Research Methods & Methodology Remedial series by Prof. Laban P. Ayiro (May 8th, 2021)
- Eider Africa Journal Research Mentorship Qualitative Research Study Proposal Part 1 & 2 By Eliud Okumu (Saturday 8th May 2021 & Wednesday 12th May, 2021)
- Kalasha International Film and TV Market Online Fair (May 5-7, 2021)
- 8th Interuniversity Graduate Students' Forum (IGSF) Research Methods & Methodology Remedial series (May 1, 2021)
- 7th Interuniversity Graduate Students' Forum (IGSF online) Research Methodology Remedial with Prof. Laban P. Ayiro (24th April)

- Launch of The 2020 KUZA Broadcasting Awards - Communications Authority of Kenya (March 11th, 2020)
- Broadcast Film & Music Africa workshop at the Kenya National Theatre(AITEC AFRICA event(November 2016)
- Canon & Riverwood Ensemble Film and Television Production workshop (July 2016)
- Daystar Research Seminar (2015)
- Kalasha Film Festival held on July 15th, 2015
- East African Journalists' Regional Convention held on May 2nd, 2014
- World Press Freedom Day held on May 3rd, 2014
- Press Freedom Day held on May 2nd, 2013
- Kenya International Film Festival held on October 21-31st, 2011 (Prof. Wole Soyinka in attendance)
- Youth Agenda Forum held on 2011/2010

POSITIONS OF RESPONSIBILITY HELD

1999-2000: Naromoru Girls Rangers Movement Flag Coordinator

- Kept and cared for the Flag of Kenya
- Coordinated teams during flag raising events
- Assisted the school's Rangers Movement coordinator
- Recruited rangers
- Trained new recruits
- Participated in camps, hikes and excursions

1999-2000: Laboratory Captain-Naromoru Girls

- Kept the laboratory keys
- Coordinated maintenance and cleaning of the three laboratories (Physics, Chemistry and Biology)
- Supervised laboratory projects during Science Congress preparations
- Liaised with the laboratory technician and Science teachers to meet student needs and school objectives

1998-1999: Assistant Grounds Captain- Naromoru Girls

- Supervised students in cleaning school grounds
- Distributed cleaning materials to students
- Liaised with on duty staff to meet school objectives

1997-1998: Time Captain- Naromoru Girls

- Kept the school bell
- Rung the school bell on time after each lesson according to the school's schedule
- Directed the school's program of activities

HOBBIES

- Reading to acquire knowledge and to satisfy curiosity
- Writing stories
- Working with cameras
- Designing outfits
- Singing
- Traveling & attending conferences
- Community service and volunteering
- Sports:-swimming, jogging, hiking, roller-skating, tennis

REFEREES

Ambassador Dr. Fred Akama
Signet Testimony TV
Website: <https://testimony-tv.com>
Email: tushiyaministriesinternational@gmail.com
Tel: 0721231408

Professor Ndeti Ndati
Chairman, Journalism
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