
ANNE MWAURA



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ABOUT ME

Anne Mwaura is a visionary Media personality, radio, television presenter, voice over artist and actress based in Nairobi, Kenya, bringing years of experience in media and marketing. Her innovative strategies have helped numerous clients achieve their goals and stand out in the

EXPERIENCE

CEO & FOUNDER/ MERCATURA CONSULTANTS 2024– Current

Founded and established Mercatura Consultancy specializing in multimedia marketing for startups and small businesses. Develop and implement strategic plans to drive business growth and profitability. Lead business development efforts, acquire and vet new clients and expand market reach. Oversee all aspects of company operations especially marketing, and client relations. Provide strategic guidance and services to clients across various industries, addressing challenges and driving media innovation. Build and nurture relationships with key stakeholders, including clients, partners, and industry leaders. Managed a team of consultants fostering a culture of collaboration, and innovation. Ensure maintaining the company's reputation for integrity and quality service delivery.

HEAD OF MARKETING / POP FUSION 2022– Current

Provide consulting services to clients on a range of strategic and operational issues, including market analysis, business planning, and organizational development. Conducted research, data analysis, and industry benchmarking to support client projects and initiatives. Developed and delivered presentations and reports to communicate findings and recommendations to clients. Collaborated with cross-functional teams to implement solutions and drive project outcomes. Managed client relationships, serving as the primary point of contact and ensuring client satisfaction. Managed marketing campaigns for a diverse roster of artists, including album releases, concert tours, and merchandise launches. Developed creative assets and content for use across various marketing channels, including social media, email, and

multimedia landscape. With her passion of storytelling, research and drive for results; she is able to elevate client's brand desires while building strong relationships in various fields.

My journey in the media industry has been an exhilarating ride filled with exciting challenges and rewarding experiences. I've had the privilege of working in various roles, from radio host to television presenter. Each opportunity has allowed me to grow as a professional and as a person, honing my skills and expanding my horizons along the way.

SKILLS

- Knowledge of Microsoft packages and PowerPoint, Photoshop and similar software.
 - Strong verbal communication skills
 - Excellent on-air presentation and performance abilities
 - Proficient in radio broadcasting equipment and software (e.g., sound mixing consoles, audio editing software)
 - Knowledge of music genres and popular culture
 - Ability to multitask and work under pressure in a fast-paced environment
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advertising. Coordinate publicity efforts, securing media coverage and organizing press events to generate buzz and excitement around artist projects.

CEO & FOUNDER/ ANNE MWAURA MEDIA

2021 - Current

A media consultancy firm that tackles all media relations. I prep clients for interviews, manage all Social Media Channels, source asset relations and collaborations. I also handle project development (Benchmarking, researching and feedback).

RADIO PRESENTER/ CAPITAL FM KENYA

2018 – Current

Conducted over 2000 live interviews addressing politics, SMEs, entertainment news both locally and internationally. Connected with guests and callers, fostering audience interaction and participation. I have been the master of ceremony for charity events, cooperate and much more. Collaborated with producers, technicians, and other team members to ensure smooth operation of the studio and adherence to broadcast standards. With an average listener of 200.000 people aged 25-65 years. Maintained accurate logs and records of on-air activities, including music played, commercials aired, and listener interactions.

JOURNALIST/ CAPITAL FM LIFESTYLE

2018– Current

Develops, writes and edits key articles for the magazine. Assisted reporters and editors with research, fact-checking, and story development. Shadowed experienced journalists to learn about reporting techniques and newsroom operations. Contributed to the production of news content for print and online publication.

Assisted with coverage of breaking news events and conducted interviews with sources. Investigated and reported on a wide range of topics, including politics, social issues, and human-interest stories. Conducted in-depth research, interviews, and fact-checking to ensure accuracy and credibility of news stories. Produced compelling written and multimedia content for print, online, and broadcast platforms. Collaborated with editors, photographers, and

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- Familiarity with social media platforms and audience engagement techniques
 - Strong writing and editing skills
 - Proficient in AP Style and other journalistic writing standards
 - Excellent research and investigative skills
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LICENSES AND CERTIFICATES

- Honoris 21st Century Soft Skills Certificate
 - BBC Media Leaders Certificate
 - BBC Getting Ahead in Media SEA 32
 - Reuters Introduction to Digital Journalism.
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EDUCATION

UNIVERSITY OF TAMPA

Bachelor of Arts - BA, Drama and Dramatics/Theatre Arts,

HILLCREST INTERNATIONAL SCHOOL

A-Levels in Law Drama and Art

PEPONI SCHOOL

IGCSE

videographers to develop and execute story ideas. Covered breaking news events and filed reports under tight deadlines.

Developed sources and cultivated relationships with key stakeholders in the community. Contributed to editorial meetings and brainstorming sessions to generate story ideas and angles.

HEAD OF OPERATIONS/ BONGA

2022– Current

Bonga is a Capital Digital initiative to get people to open up and be more honest about their mental well-being. Oversee and follow up on the work of a Non-Profit Mental Health Organization. Oversaw all operational aspects of the organization, including budgeting, resource allocation, and staff management. Developed and implemented strategic plans to improve efficiency, productivity, and quality of care. Conducted performance evaluations and provided coaching and feedback to staff to support professional growth and development. Implemented cost-saving initiatives and negotiated contracts with vendors to reduce expenses and improve profitability. Collaborated with department heads to identify opportunities for process improvement and implement best practices.

TV PRESENTER & ENTERTAINMENT NEWS

ANCHOR/ SWITCH TV

2019– 2019

Lead television host of the live show DAILY 10 show: In 50 prerecorded episodes and 150 live episodes I conducted voice overs, created content and structured various episodes. Worked with the sales team in order to generate revenue for the show and teamed up with various designers to create statement looks to captivate the audience. Collaborated with producers, directors, and crew members to plan and execute show segments, ensuring smooth production and adherence to broadcast standards. Conducted research and background preparation for interviews and segments, staying informed about current events and industry trends. Cultivated a strong on-screen presence and developed rapport with viewers, fostering a loyal audience base and driving ratings.

