

KENDRA ATENYA

PERSONAL DECK

"One's philosophy is not best expressed in words; it is expressed in the choices one makes"

Eleanor Roosevelt

ABOUT

Kendra Atenya is a **communications specialist and digital media enthusiast** who is keen on observing online trends and facilitating ideas that impact society.

Her **creative, inquisitive, and open-minded nature** helps in the proper execution of projects in the workplace.

Furthermore, she considers herself **an activist** who is passionate about social issues such as; gender inequality, sexual crimes, poverty, religious biases, and homelessness.

She is **passionate about bringing change to the world** by initiating campaigns on online platforms that make people aware of the social issues that need to be rectified.



MISSION

To bridge the gap between different cultures by initiating projects that promote understanding and eventually end biases, stereotypes, and prejudice.



VISION

To impact society by disseminating content that is actively advocating for the common good.



CORE VALUES

Maintaining high levels of professionalism and integrity in all interactions.



PROFESSIONAL TRAINING / CERTIFICATES

- Social Media Management
- Bachelor's in Communication and Media
- Media Ethics
- Graphic Design
- Communication Law

PERSONAL SKILLS

- Inquisitive and creative
- Resilient
- Responsible
- Adaptability
- Open-minded
- Critical-thinker
- Willingness to learn

SOCIAL SKILLS

- Team-player
- Conflict resolution skills
- Active listening skills
- Open to criticism
- Negotiation and persuasion skills
- Effective interpersonal communication skills
- Respect for all

METHODICAL SKILLS

- Problem-solving skills
- Organization skills
- Analytical mind
- Work presentation skills
- Detail-oriented
- Project planning skills

EXPERIENCE

AS A COMMUNICATIONS PERSON



- **Social Media Manager–Elyon Studios (Current)**

Learning more about strategic content creation and social media management.

- **Communications Assistant at Hikari School of Music(Nov–Dec.2019)**

It involved managing the front desk and receiving calls from existing and potential clients. Also included writing articles for the annual newsletter.

- **Freelance Writer(Part Time)**

Worked under various major writers and did articles on creative writing, gaming, product reviews, and content writing. Also learned the importance of Search Engine Optimization(SEO).

- **Radio Presenter at Egerton Radio (Nov.–Jan.2020)**

A co-host on the mid-morning show "Smooth Vibe" Egerton Radio 101.7FM. The tasks included curating content for the show, writing scripts, posting on Facebook, engaging the audience, and selecting the music to be played.



AS A CREATIVE

- **Graphic Designer**

Can make professional, eye-catching posters, brochures, business cards, magazines, and newsletters using various software.

- **Photographer**

Took a photojournalism/editing course.

Actively takes photos for leisure, and can operate a DSLR camera.



Other interests/Hobbies

- Music: Singer/ Song-writer and Violinist
- Fashion trends
- Artistic works: Paintings and Crafts

PRINCIPLES



- To deliver professional and thorough work at all times.
- To use the online space as a means to communicate important issues in society.
- To be fully dedicated to projects so as to see the desired results.
- To have integrity at all times.
- Recognize and respect all cultures.

PROFESSIONAL OBJECTIVE: To stand out as a competent and credible communications expert.

THANK YOU

"The future belongs to those who believe in the beauty of their dreams"

Eleanor Roosevelt

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