

Anne Anjao Eboi

Academia and Communications Specialist

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Summary

Results-oriented academician with a knack for inspiring students to achieve their maximum potential in Communication, Media Studies, and English. Focused experience in supervision of research projects, especially in ensuring candidates are thoroughly grounded in research not only to excel in exams but develop a culture of inquiry at the workplace. Specialization in mass media, social media research, policy, corporate communication, writing, editing, media management, health communication, and English language, with a focus on qualitative research using NVIVO and ATLAS.ti data management tools. Relevancy in the media field by continuously contributing to the new media space through blogging. Advocate for the creation and implementation of relevant policies for society's well-being.

Areas of Expertise

- Editing, proofreading, and writing skills which include creative writing skills
- Qualitative research skills
- Organizational, time management, report writing, and oral presentation skills
- Excellent verbal and written communication skills, including the ability to present and evaluate arguments in an appropriate form
- Supervision in mass media, policy, corporate communication, public relations, health communication, media management, and new and social media
- Communication and information technology skills, including word-processing, spreadsheet software, messaging, and conferencing
- Leadership and problem-solving skills

Education

PhD in Media Management
[Universiti Utara Malaysia](#)

2018 to 2023

Teaching English as a Foreign Language (TEFL)
[University of the Witwatersrand](#)

Feb 2022-1st April 2022

Master of Arts in Communication Studies
[University of Nairobi](#)

2008 to 2010

Bachelor of Education (English/ Literature)
[Kenyatta University](#)

1988 to 1991

"A Level" Kenya Advanced Certificate of Education

1986 to 1987

"O Level" Kenya Certificate of Education

1982 to 1985

Experience

Head of Department, Media & Film Studies

Jan 2025- Date

[Daystar University](#)

Duties include:

- Ensuring sound policy thus, continually reviewing policy for students' well-being
- Continuous curriculum review to ensure creation of market-driven programs
- Quality and focused student instruction
- Student growth within the department
- Faculty training and development
- Research and publishing among faculty
- Strategic and financial leadership of the department

Full-time Lecturer

May 2024- Date

[Daystar University](#)

Duties include:

- Lecture in Media and Film Studies; and Strategic and Organizational Communication Departments
- Supervise masters' students
- Examine masters' theses
- Document and maintain thorough records of student attendance and grades
- Actively participate in the development of instructional methods and materials
- Actively participate in departmental meetings
- Carry out research and publish findings as well as actively seek research funding
- Attend and contribute to research conferences, workshops, seminars, etc.
- Facilitate research workshops for postgraduate students
- Mentor and counsel students on both faith-based and academic matters

Full-time Lecturer

Sept 2023 to April 2024

[Africa Nazarene University](#)

Duties included:

- Lecture in media studies and public relations
- Examine masters' theses when need arises
- Document and maintain thorough records of student attendance and grades
- Actively participate in the development of instructional methods and materials
- Actively participate in departmental meetings
- Carry out research and publish findings as well as actively seek research funding
- Attend and contribute to research conferences, workshops, seminars, etc.
- Mentor and counsel students in both faith-based and academic matters

Adjunct Lecturer

May 2017 to May 2024

[Daystar University](#) Lecture students in both journalism and organizational communication. Courses taught include Technical and Professional Communication courses, Public Relations, Feature Writing, Editorial and Opinion Writing, News Writing and Reporting, Media Law & Ethics, Public Speaking, Introduction to MassMedia, Communication Systems in Africa, etc.

Adjunct Lecturer

September 2011-2023

Riara, Saint Paul's, Maasai Mara, and Kibabii Universities. Causes taught included English, Media, and Communication courses such as English for Journalists, Writing & Editing Skills, Media Management, Corporate Communication, Negotiation and Conflict Management, Public Relations and Advocacy, Communication Research, Investigative Journalism, etc.

Adjunct Tutor, International University Pathways College

Feb 2022- July 2022

- Facilitate interactive learning sessions in **English for Academic Purposes** to students proceeding abroad under NCUK- the University Consortium
- Keep records of students' attendance and grades
- Conduct both formative and summative assessments
- Mentor assigned students to excel and cope with their studies

Academic Registrar/ Quality Assurance

Feb 2016 to Feb 2018

The East African University

As a registrar, I was involved in the overall academic well-being of the university, ensuring that students and other stakeholders were satisfied with service delivery. One of my greatest achievements was being able to turn around the perception that students can drag their feet in beginning the new semester. Classes now start on the first day. The issue of missing marks also greatly reduced during my tenure as I developed preventive mechanisms. I also held brief for the quality assurance manager. Duties included:

- Manage all academic records
- Facilitate registration and enrolment of students
- Maintain up-to-date examination schedules
- Build secure student data files and set procedures for their use
- Supervise the process of issuance of certificates, diplomas, and degrees
- Academic planning including time tabling, use of classrooms, and other academic facilities
- Interpretation and enforcement of academic policies and regulations
- Secretary to Senate Committee
- Budget design and implementation
- Contribute to discussions on policies within the university
- Undertake such other responsibilities as assigned

As the Quality Assurance Manager:

- Management of all quality assurance records including report writing
- Ensure classes are taught in accordance with regulation and evaluated by students
- Ensure timetables are prepared on time and followed
- Ensure examinations are conducted in the prescribed manner
- Chair the quality assurance committee meetings
- Ensure the certification process is handled efficiently
- Supervise all those tasked with the responsibility to ensure quality including infrastructural needs
- Do all other duties that pertain to quality assurance

Coordinator, Department of Journalism, School of Social Sciences

May 2013 to Dec 2015

Mount Kenya University, Kigali

I joined Mount Kenya University, Kigali, as an adjunct lecturer in September 2011 but by June 2012, I had been absorbed as a full-time staff member due to my commitment. By 2013, management had recognized my talent in leadership, and I began coordinating the department before quickly rising to the position of Coordinator of the school and coordinating more departments besides Journalism. Duties included:

- Manage day to day running of the office in accordance with the Quality Management System
- Coordinate a team of 30 lecturers in discharging duties such as submission of relevant documents, submission of marks, setting of exams, and others in accordance with the Quality Management System
- Research and publish

- Supervise graduate and undergraduate students in research projects
- Organize Seminar of Findings meetings for the school
- Organize defense proposals for master's students
- Coordinate the supervision of undergraduate students in research projects
- Conduct meetings in accordance with the Quality Management System
- Coordinate broadcast activities for students doing practical studies at the radio station
- Coordinate internship activities and supervision of the students
- Prepare the regular and exam timetables for the school
- Prepare annual budget for the school
- Prepare graduation lists and work with the main office to harmonize the final list
- Interview and recommend for hire part time and administrative staff
- Lecture in media studies and management
- Coordinate marketing activities for the school

Lecturer, School of Languages (English) and Department of Journalism

Sep 2011 to Apr 2013

[Mount Kenya University, Kigali](#)

- Teach various courses to Undergraduate students
- Lecture and communicate effectively with students from diverse backgrounds
- Document and maintain thorough records of student attendance and grades
- Actively participate in the development of instructional methods and materials
- Supervise research projects and provide guidance to students on best practices in project writing

Part-Time Editor

Sep 2012 to Dec 2015

The Diva Magazine, Kigali

We were a lean staff running the magazine, which then was a startup. I was both a reporter and editor, in addition to sourcing for funding. Duties included:

- Organize editorial meetings to plan for the magazine
- Assign tasks to individual contributors
- Select articles for publication
- Edit selected material
- Advise graphic designer on the final outlook of the magazine
- Check that the magazine is in line with company policy
- Check for legal traps such as defamation and copyright
- Creatively oversee and suggest new columns for continuous improvement
- Write articles for publication
- Magazine spokesperson at various media events

Media Contributor

- 2010 to 2015: Weekly contributor, the Standard newspaper, Sunday Magazine, Kenya
- 2011 to 2012: Contributor and editor, Rwanda Dispatch, Rwanda
- 2012 to 2013: Contributor, The Independent, Rwanda
- 2012 to 2015: Editor, The Diva magazine, Rwanda

Adjunct Lecturer, English and Communication Studies

May to Aug 2011

Africa Nazarene University

- Teach various courses to Undergraduate and Diploma students
- Lecture and communicate effectively with students from diverse backgrounds
- Inspire students to translate their academic interests into the real world by taking positive actions
- Document and maintain thorough records of student attendance and grades
- Actively participate in the development of instructional methods and materials

English & Literature Teacher

1991 to July 2011

Taught English & Literature in various secondary schools in Kenya, the United Arab Emirates, and Rwanda and these are: Pangani Girls High School, Riara Springs Academy, Sunshine Secondary School, The Oxford School, Dubai, Providence English Private School, and Green Hills Academy, Rwanda.

Volunteering

Member, Sector Coordinating Committee

July 2025-Date

Tasked with spearheading the implementation of the Kenya Integrity Plan (KIP-2023-2028). KIP is a strategic plan for the Kenya Leadership Integrity Forum.

Member, Board of Trustees- Association of Media Women in Kenya (AMWIK)

July 2025-Date

As the Board of Trustees, we are vested with the responsibility to hold the association's property in trust in accordance with the Constitution and the Trustees Act, Cap.167 of the laws of Kenya.

Board Chair- Greener Spaces Initiative

May 2023-Date

This community-based organization in Vihiga County deals with education and the environment. I volunteer in:

- Formulation and implementation of policy
- Financial management
- Correspondence for the organization
- Management of social media pages
- Empowering disadvantaged communities to make informed media and literacy choices by engaging those willing to pursue journalism (especially in secondary schools)
- Mentoring young girls where I encourage journaling and eventual publication

Mentor- 1Million Teachers

1Million Teachers is an innovative training program that empowers teachers in under-resourced communities globally. I volunteer as a mentor in an annual 6-month mentorship program.

Treasurer- Inspire Pathways Association

Inspire Pathways Association is an entity that promotes the improvement of pedagogy across Kenya. We hold empowerment forums for teachers, visit schools for further engagements on pedagogy improvement, host events related to pedagogy, advocate for the improvement of policies, and mentor teachers.

Conferences

- June 2025 (16-17). Co-presented a paper titled, "Harmonizing innovation and ethics: An exploration of AI-driven public relations practice at Daystar University, Kenya," at Kabarak University's 4th International Research Conference in Mass Communication.
- March 25 (6). Co-presented a paper titled, "Digital Storytelling for Women Empowerment in Africa: Case of Reesa Teesa and Rose Adikin" at a Symposium of the Pan- Atlantic University, Lekki, Nigeria.
- March 25 (6). Panelist in a Symposium titled, "Media and Women Empowerment in Africa," held at

the Pan-Atlantic University, Lekki, Nigeria.

- October 24 (30-31). Co-presented a paper titled, "Journalism Training in the Digital Age in Africa: A systematic literature review," at the 3rd Africa Nazarene University Conference 2024 in Kenya.
- October 24 (23-25). Co-presented a paper titled, "X -Space and the Revolution of Digital News Content: The Case of Gen Z Protest Narratives in Kenya," at the Saint Paul's University Annual Research Conference in Limuru, Kenya.
- August 24 (28-30). Co-presented a paper titled, "Assessment of Parental Control of Online Content for Children in Nairobi County" at the 14th East Africa Communication Association (EACA) Conference 2024 at the University of Dar es salaam.
- June 2024 (20-22). Co-presented a paper titled, "The Paradox of Freedom of Expression in Africa" at the 74th Annual International Communication Association (ICA) Conference at Daystar University.
- August 2023 (29-31). Presented a paper titled, "YouTube Videos and Gender-Based Violence. Hero or Villain?" at the East Africa Communication Association conference at Lemigo Hotel, Kigali.
- August 2023 (15-16). Presented a paper titled, "Strategies for Improved Reading Culture: From Primary School through University" at the English Language Professional Association of Kenya, held at State House Girls High School, Nairobi County.
- March 2021 (29-31). Presented a paper at the 3rd International Scholars Conference ISCUUM 2021 titled, "Extending The Media Richness Theory Using New Media Strategies for Sexual Reproductive Health and Rights Campaigns," at Universiti Utara Malaysia.
- April 2019: Presenter in the 2019 SMMTC Colloquium, Universiti Utara Malaysia

Publications

- *YouTube videos as agents of social inclusion and therapy among survivors of gender- based violence.* In Gender and Media Representation: Perspectives from Sub-Saharan Africa. Book Chapter. 2025. Publisher: Emerald Group Publishing.
https://books.google.co.ke/books?hl=en&lr=&id=u8NyEQAAQBAJ&oi=fnd&pg=PA175&dq=anne+eboi&ots=I5yLTBvi2y&sig=o4exTmAxBviShXRk9AIwxoVaxQ8&redir_esc=y#v=onepage&q=anne%20eboi&f=false
- *Assessment of Parental Control of Online Content for Children in Nairobi.* (Co-authorship). 2025. Published by Journal of the Kenya National Commission for UNESCO, 5(2).
<https://doi.org/10.62049/jkncu.v5i2.282>
- *X Space and the Revolution of Digital News Content: The Case of Generation-Z Protest Narratives in Kenya* (Co-authorship). 2025. Published by African Multidisciplinary Journal of Research (AMJR) Special Issue 1, Vol 1 2025, ISSN 2518-2986 (602-621).
<https://www.journals.spu.ac.ke/index.php/amjr/article/view/365/299>
- Accepted for publication in 2025. *Academic Writing: A University Writing Series.* Publisher: Aura Book Publishers.
- *A Ticking Time Bomb in 'Everyday Echoes by African Scholars and Raconteurs.'* 2025. Published by Cambridge Scholars Publishing. <https://www.cambridgescholars.com/product/978-1-0364-1885-4>
- *Advancements and Challenges of Problem-Based Learning: A Case Study of Daystar University.* (Co-authorship). Book Chapter. Published by IGI Global Publishers. 2025. <https://www.igi-global.com/chapter/advancements-and-challenges-of-problem-based-learning/361987>
- *New media strategies for SRHR campaigns among the youth: Transcending the digital divide in Kenya's informal settlements.* Social & Digital Media Discourse 2024, Vol.5(1), 1-15 by the Department of Mass Communication, University of Ilorin, Ilorin, Nigeria. URL:
<https://socialdigitalmediadiscourse.com/volume-5-2024/>
- *African Universities' Performance in Selected Global Ranking Models for the Period 2016-2021: Issues and Suggested Solutions in 'University Ranking Systems and Developing Countries: Global Perspectives, Local Solutions'.* (Co-authorship). Book Chapter. Published by IGI Global Publishers in conjunction with the University of South Africa (UNISA), June 2023. <https://www.igi-global.com/chapter/african->

[universities-performances-in-selected-global-ranking-models-for-the-period-2016-2021/324319](#)

- *New Media Strategies' Model for Communicating Sexual Reproductive Health and Rights among Young People in Informal Settlements*. Journal of Jilin University. Volume 41, Issue 3, March 2022. (Co-authorship).
- *Planning a New Media Strategies' Sexual Reproductive Health & Rights Campaigns Using the 5 Ps of Presentation among the Youth in Kenya's Informal Settlements*. International Journal of Special Education. Volume 37 Issue 3, February 2022. (Co-authorship).
<https://www.internationaljournalofspecialeducation.com/submission/index.php/ijse/article/view/669>
- *New Media Strategies' Model for Sexual Reproductive Health & Rights Campaigns among Young People in Informal Settlements: Mitigating the Challenges*. European Journal of Molecular and Clinical Medicine. ISSN 2515- 8260. Volume 7 Issue 6, December 2020. (Co-authorship)
https://ejmcm.com/article_3863.html
- *Communication and the Changing Face of Terrorism in Kenya*. International Journal of Science and Research (IJSR). ISSN(Online): 2319-7064. Volume 4 Issue 6, June 2015. (Sole authorship)
<https://erepository.mku.ac.ke/handle/123456789/236>
- *A Critical Discourse Analysis of the Daily Nation's Coverage of the Garissa University College Terrorist Attack in Kenya*. Journal of Contemporary Social Sciences. ISSN 0302-9298. Volume 24 Number 3 (July-Sept), 2015. (Sole authorship) <https://erepository.mku.ac.ke/handle/123456789/233>

Ongoing Research

- "Viciously Silenced: Understanding Technology-Facilitated Gender-Based Violence Against Women Journalists in Africa" to be published by UUM Press of Universiti Utara Malaysia, 2025.
- Ethical Issues in Media Research: Perspectives from Emerging Markets in Research Ethics in "Media and Communication Studies: A Critical Introduction (2025)." Book Chapter to be published by KABU Press, a publication of Kabarak University.
- Taming the Tongue for Effective Political Leadership Communication in "Leadership Communication: African Perspectives (2025)." Book chapter.
- Data Generation in Qualitative Research: African Perspectives in "Reflecting on doing qualitative research in Africa." Book Chapter, to be published by Daystar University.
- The Quest for Ethical Balance: Artificial Intelligence and Technological Adaptations in African Media Production in "AI and Sustainable Media Studies in Africa." Book chapter to be published by Palgrave MacMillan.
- "Digital Storytelling for Women Empowerment in Africa: Case of Reesa Teesa and Rose Adikin" to be presented at the Pan-Atlantic University's Symposium on Women Empowerment in Africa in Nigeria on 6th March 2025 and published by Journal of Creative Media.
- "Harmonizing innovation and ethics: An exploration of AI-driven public relations practice at Daystar University, Kenya" to be presented at Kabarak University Annual Conference from 16-20 June 2025 and later published in the Kabarak University Journal of Research.

Workshops/Seminars/Conventions

- July 2025 (3rd – 6th). Participated in a high-level stakeholders' engagement that brought together the leadership of AMWIK, the Media Council of Kenya, the Kenya Editors Guild, and the Kenya Union of Journalists at Cherrynam Resort in Nakuru to assess the current landscape, identify challenges, and develop strategies to address them.
- November 2025 (Nov 27- Dec 1). Participated in the annual Kenya Editors Guild Convention whose theme was "Innovative Storytelling for Public Good: Building Trust and Driving Change in the Digital Age," held at the Sarova Woodlands, Nakuru, Kenya.

- Academic Grant Writing workshop (29th April to 1st May 2024). Hosted by Daystar University at Travelers Beach, Mombasa.
- Academic Programs and Research (21st – 27th July 2024). We reviewed the Journalism and Mass Media Curriculum to align with the 21st Century. I developed a module (Consultancy and Financial Management in Communication) for an upcoming Masters program to be hosted entirely online. We also developed a call for a book on qualitative research in Africa to be published by Palgrave MacMillan in 2025.
- Sept 2018 to 2022: Participated in various research-oriented workshops at Universiti Utara Malaysia such as how to write an effective problem statement; How to source for materials online; How to use Mendeley; NVIVO workshops; Successful viva and proposal defense; Critical literature review; Qualitative research and so on
- June 17th, 2014: Participant in a workshop on ‘Law and the Media in Rwanda’ organized by the Institute of War and Peace Reporting, held in Kigali
- 20th February 2014: Organizer and Moderator of workshop on ‘Using Media to Enhance Integration of the East African Community’ held at St. Paul’s Auditorium, Kigali

Achievements

- October-November 2024: Certificate in Alumni Facilitation during the Teaching English for Environmental Awareness MOOC, a 5-module online teacher training course delivered by Kansas State University, through OPEN (sponsored by the US Department of State).
- September-November 2024: Generated class notes for Handong Global University in Writing for Business. The university collaborated with UNESCO in this project. The notes are freely available to any university student globally.
- September-December 2022: Certificate in Professional Development for Teacher Trainers (TOT) offered by Arizona State University, under the Online Professional English Network (OPEN), and sponsored by the US Embassy Nairobi. This course empowers me to develop courses and conduct trainings for fellow teachers.
- August 2022: A black belt holder from 1 Million Teachers to improve pedagogy. Courses include: IMT HP Mentorship; The Heart of a Teacher; Teachers as Leaders in a Changing World; Personal Development; Communication; Girl Rising- Gender Responsive Education Course; Bloom’s Taxonomy of Learning; Class Management; Universal Design of Learning; Foundations of Special Education; Assessment for Learning; and Leading Educational Systems. Now a certified mentor with 1 Million Teachers.
- August 2022: Certificate of Mastery and Participation in virtual professional development series facilitated by English Language Programs and English Language Professional Association of Kenya, supported by the United States Embassy Nairobi.
- March 2021: Started a blog that documents my PhD journey for the benefit of those who might feel like giving up and to encourage the entire PhD student fraternity globally
<https://phdchronicles.wixsite.com/home>
- March-June 2020: Generated class notes for Handong Global University in Academic Writing and Feature Writing. The university collaborated with UNESCO in this project. The notes are freely available to any university student globally. <https://www.hufocw.org/Course/610>
- November 2015: Part of a professional team from the Higher Education Council that audited and reviewed the Journalism curriculum of Nile Source Polytechnic of Applied Arts in Huye District, Rwanda
- 2014 to Apr 2015: Secretary of the Radio Board for the Mount Kenya University Royal FM
- October 2014: In conjunction with African Management Institute, developed a communications strategy, part of the Strategic Plan for the Media High Council, Rwanda
- October 2014: Part of a professional team of the Higher Education Council that accredited the East African University Rwanda by inspecting the premises and scrutinizing relevant documents
- October 2014: Successfully reviewed two curricular: Bachelor of Arts in Mass Communication and Advanced Diploma in Mass Communication for the East African University Rwanda, in Nyagatare, Rwanda

- From September 2014-2015: Peer Reviewer with the Higher Education Council, Rwanda
- March 23rd to 28th 2014: Trained in Training of Trainers for Journalists and Media Professionals on 'Communicating Labour Rights' organized by the International Labor Organization, held in Nyamata, Rwanda
- April 17 to 18th 2014: Rapporteur in 'Media Dialogue on Turning the Page of Hate Media in Africa,' organized by the Africa Media Initiative (AMI) held in Kigali
- 15th-16th September, 2014: Trained in a Training of Trainers in 'Code of Ethics in Rwanda-Training concept and teaching material' organized by Deutsche Welle Akademie, at RMC, Kigali

Memberships

- Jan 2012: Association of Media Women in Kenya (AMWIK)
- March 2022: English Language Professional Association of Kenya (ELPAK)
- April 2023: East Africa Communication Association (EACA)
- November 2024: Kenya Editors Guild (KEG)
- April 2025: Inspire Pathways Association (IPA)

Referees

Dr. Susan Mwangi

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Dr. John Ndavula

Former Head of Department, Saint Paul's University

Now Chair, Department of Humanities and Communication Studies

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