

SYLVIA NDIRANGU

COMMUNICATIONS STUDENT

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PROFILE

Communication & Digital Journalism Student specializing in public relations, media storytelling, and strategic communication. Experienced in research writing, podcast production, and audience-focused communication projects. Passionate about using storytelling and digital media to translate complex issues into clear, engaging messages that connect with communities and diverse audiences.

CORE CAREER SKILLS

PUBLIC RELATIONS & STRATEGIC COMMUNICATION

- Developed audience-focused communication messages through research and media analysis.
- Analyzed media narratives and public discourse to support strategic communication goals
- Supported relationship-building between organizations and their publics through research and messaging

MARKETING & CAMPAIGN SUPPORT

- Applied foundational marketing principles including audience segmentation, branding, and promotion
- Contributed to campaign planning through research, content development, and evaluation
- Supported integrated communication efforts across traditional and digital platforms

MEDIA WRITING & STORYTELLING

- Produced journalistic and analytical writing for academic and media communication contexts
- Adapted writing style and tone to suit different audiences, formats, and communication goals
- Edited and revised written work to improve clarity, structure, and overall message effectiveness

RESEARCH & AUDIENCE ANALYSIS

- Conducted qualitative and quantitative research to support communication analysis and project development
- Analyzed audience behaviour, media trends, and communication strategies within academic research projects
- Synthesized research findings into structured written reports and visual presentations

DIGITAL & VISUAL COMMUNICATION

- Conducted qualitative and quantitative research to support communication analysis and project development
- Analyzed audience behaviour, media trends, and communication strategies within academic research projects
- Synthesized research findings into structured written reports and visual presentations

EDUCATION

Thompson Rivers University

Bachelor of Communication and Digital Journalism

Major: Public Relations

Expected Graduation: 2026

Selected Relevant Coursework

- Media and Public Relations
- Communication Research Methods
- Organizational Communication
- Introduction to Marketing
- Managing Festivals and Events
- Staging Special Events
- Technical Communication
- Multimedia Journalism

ACADEMIC & APPLIED PROJECTS

Narrative Journalism Project — Sri Lanka Flood Testimony

- Produced a narrative journalism piece documenting the impact of the 2016 Sri Lanka floods
- Applied storytelling techniques to highlight community experiences and the human dimension of natural disasters
- Demonstrated strong narrative voice and audience-focused writing

Research Writing Project — Remote Work White Paper

- Developed a research-based analysis examining the rise of remote work and its impact on organizational communication
- Synthesized academic sources and industry research to present clear, structured findings
- Produced a formal white paper demonstrating advanced research and analytical writing skills

Multimedia Communication Project — “From the Classroom to the Clouds” Podcast

- Hosted and produced an audio podcast exploring evolving career pathways in the digital economy
- Conducted interviews and facilitated discussion on emerging job markets and professional skills
- Applied audio storytelling techniques to engage audiences through conversational communication

Strategic Communication Project — TRU Global Adventure Expo

- Developed a strategic event proposal designed to promote cultural engagement on the TRU campus
- Created event concept, messaging strategy, and promotional communication ideas
- Demonstrated understanding of audience engagement, branding, and experiential communication