

Meshack Yobby

Writer, Filmmaker

P.O. BOX 29702

00202-NAIROBI

Mobile: +254 725-708797

E-mail: meshackyobby@gmail.com

Profile

For over 14 years, I have worked in various capacities in the media and film industries in East African countries. In film, I have worked my way up from a camera operator to a director. I have worked on a range of productions, mostly reality format tv-shows, news, documentaries, talk shows. I have also been a newspaper correspondent for the last 6 years. My vision is to create content that is educative, impactful, and entertaining.

WORK EXPERIENCE

DIRECTING

COMPANY	WORK	DUTIES
WHITE RHINO FILMS (2022-DATE)	UNICEF, AfDB, OXFAM, UNOPS	Documentary script and treatment writer, In field director for WRF projects
BENCHMARK 360 LTD (2024/25) (Tanzania)	BONGO STAR SEARCH SN 15	Creative director on a music competition show Planning, scripting, interviewing, post- production supervision, broadcast-partner relations, crew management
HISYNERGY (2023)	THE LIVE ROOM KE	Creating the format and directing a studio music show that has interviews, song creation, and performances.
NATIONAL GEOGRAPHIC - WHITE RHINO FILMS (2022)	TEAM SAYARI - SN1 &2	Creating and directing all field segments for the children's conservation tv show that aired on Nat Geo Wild and Disney+. Coordinating field shoots with field teams spread in Kenya, Tanzania, South Africa, Nigeria and Rwanda
BENCHMARK 360 LTD (2020/2021) (Tanzania)	BONGO STAR SEARCH – SN 11&12	Creative director on a music competition show. Creating content for the daily shows and mapping out the studio shows
RAPID BLUE (2019)	EAST AFRICA'S GOT TALENT	Backstage content with the host Creating content from field auditions
BIO FOOD PRODUCTS (2019)	THE BIO COOK-OFF	Director on a cooking competition show for client's social media platforms.

MANDALA LTD (2017,2018)	BLAZE: BE YOUR OWN BOSS SN1&2	Content Director on a business reality show. Directing field teams as contestants are executing tasks Conducting interviews to supplement the story Creating storylines based on contestant personalities
RHX Media (2017-2019)	CONCOURS D'ELEGANCE	Content director on a vintage car elegance show. Interviewing participants about various aspects of their cars

CAMERA OPERATION

Reality Shows

COMPANY	WORK	DESCRIPTION
Africa On Air (2019)	TOP STORY 3	Journalism reality show where journalism students are taught and compete on various storytelling techniques
Endemol (2012, 2013)	TUSKER PROJECT FAME (Seasons 5 & 6)	Music studio competition show for East Africa
Media Development in Africa (2015)	UONGOZI	Leadership competition show. Contestants are given challenges aimed to bring out the leader in them

Studio Shows

COMPANY	WORK	DESCRIPTION
OUTBOX VENTURES (2023)	Liberty Life Web Series	Web series that creatively showcased practical financial literacy lessons
MANDALA LTD (2013-2016)	Coke Studio Africa (Seasons 1- 3)	Dynamic music fusion platform whereby musicians and music producers from different African markets are brought together to collaborate and produce great music.
Local Productions Kenya Ltd (2015)	Vitimbi	Long-running studio comedy show airing on Maisha Magic East
Media Development in Africa (2010-2013)	Agenda Kenya	Top political talk-show with a live studio audience

WRITING

2018-date

- Newspaper correspondent for the **Daily Nation**. I write feature and human interest stories.

2021

- Published my debut novel 'Once, There Was A Star'. A historical fiction novel that traced the beginning of Somalia's civil war, the outbreak of war, and the subsequent suffering of women in conflict zones.
- Currently working on my second novel, based in Rwanda and Eastern DRC

EDUCATION

2010: Media Development in Africa
TV directing, camera operations, scripting, sound recording, television and radio production

2006- 2008: Jomo Kenyatta University of Agriculture and Technology

Diploma in Mass Communication

2024: Multan Productions
The Art of Directing Masterclass

2025 Power Learn Project
Software Development -ongoing

REFEREES

Bonnie Katei
Director,
BBC Sema Kenya/Top Story Africa/Maisha Magic East
+254 720 740 282
saiyalel2008@gmail.com

Michael Ilako
Founder and Creative Lead White Rhino Films
+254 724 300 334
skywalker@whiterhino.film

Marion Maina
Editor, Daily Nation (DN2, Parenting, Juniorspot)
+254786795322
mwanjiku@ke.nationmedia.com