

HAUWA YAKUBU



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Hauwa is a multi-award-winning Marketing, PR, and Communications Leader with a rich global career leading high-profile policy and public strategy for the government and global brands such as **Walt Disney, Google, and Snapchat**. She is a **United Nations UK delegate** on equity for gender equality and the empowerment of women. Hauwa is a founder and C-suite exec of startups supporting CICs and SMEs on their marketing and storytelling journeys across the UK. She is a mentor and coaches people, encouraging diversity and representation. She is also a digital expert, **speaker, thought leader, 30 under 30 judge, and industry leader**, having led and influenced government, international brands, and startups worldwide. She volunteers with NGOs and nonprofits such as **WomenTech UK, Cherry on Tech, ADPlist, and MicroMentor**, decentralizing access to mentorship for disadvantaged countries in **Africa, Asia, and most recently, Ukraine**.

PROFESSIONAL SKILLS

- Senior Leadership
- Board-level partnerships
- Expert Communication Director
- Senior Branding Design
- Public and Client Relationship
- Mentorship
- Photography & Videography
- Graphic Design
- Marketing/ Business Development
- Stakeholder Management
- Fundraising Experience

SOFTWARE PROFICIENCY

- **CRM**
 - Hootsuite
 - Salesforce
 - Pipedrive
- **DESIGN**
 - Adobe Ps/ Lr
 - Canva
 - Figma
- **DATA**
 - Beauhurst
 - D&B Hoovers
- **ANALYTICS**
 - Google Analytics
- **SEO**
 - Moz
 - Semrush
 - Screaming frog
- **VIDEO**
 - Adobe Pr
 - Promo
 - Clideo
- **WEB**
 - Wordpress
 - Wix
- **PR**
 - Muck Rack

GLOBAL CLIENTS / VOLUNTEER/ MENTORSHIP:



INTERNATIONAL MEDIA RELATIONSHIP:



EXPERIENCE

CHIEF DIGITAL OFFICER (CDO)

KUGALI LIMITED (NOV. 2021 - DATE) - LONDON

- Led Global launch of Walt Disney/ Kugali Emmy nominated series, Iwaju to over **500 million** brand impressions.
- Led partnership with **Walt Disney Animation Studios** on the Afrofuturistic animated series titled 'IWAJU'
- Led digital partnership with **Snapchat** as official lens creators to **250 million Snap. Inc audience**
- Led marketing and PR on Augmented Reality and 3D animation Products for the company and its partners.
- Led marketing and PR on the most successful Kickstarter campaign for a Queer African sci-fi, exceeding the target by **532% and generating £53,000.**
- Led marketing for the publishing wing, to elevate the reach of the company's publishing arm, and develop new ways to access existing and burgeoning audiences for our products.
- Led daily marketing operations, including market research, creating strategies, social campaigns, and driving successful Kickstarter projects and successes as the interim Chief Marketing Officer (CMO).
- Performed and managed high-level fundraising digital and public relations, with ownership on senior board-level relationships, funding opportunities, and grants outreach.

FOUNDER, CREATIVE AND MARKETING DIRECTOR

THE FREELANCERS CO. (SEPT. 2022 - DATE) - LONDON

- Founded a volunteering media nonprofit which supports charities and SMEs with their media visibility needs.
- Leading a team of videographers and photographers as marketing director to ensure key service industries get the help they need in promoting their core values in the UK.
- Lead business development and decisions towards achieving set out marketing strategies and collaborations.
- Successfully led campaigns to deliver high level campaigns for charities, involving HM the King of England, The Mayor of London, and many more dignitaries.
- Leading volunteer management, client management and senior leadership and directive for the hub.
- Successfully directed and produced photography and videography for notable venues such as 10 Downing Street and The House of Parliament, showcasing our ability to handle high-stakes and prestigious assignments.
- Leading collaboration with renowned organizations such as Fareshare UK, The Felix Project etc delivering visuals that amplified their reach and inspired action among stakeholders and supporters.
- Built a diverse body of work across the UK, consistently exceeding client expectations while maintaining alignment with their missions.

HEAD, MARKETING, DIGITAL MEDIA & COMMUNICATIONS

CYBERSPACE LIMITED, (MAY 2018- NOV 2021)

- Led government relations supporting stakeholders and witnesses, including Ministers and senior stakeholders, to prepare evidence and statements for inquiries on improving insecurity in Nigeria.
- Acted as the primary interface between the state government, Ministers and Legal colleagues to promote a co-ordinated approach; in using tech to improve lives as a direct response to the Covid and insurgents.
- Led Marketing, branding, and communications of tech Products to rival tech giant Google in the local digital space here in Nigeria, creating a niche solution to unite advertisers, publishers, and creators.
- Led product design for logistics-UBER system creating solutions garnered from problems encountered in the online sphere alongside the new norm challenges.
- Led the usability, design, content, and conversion of the company websites and sub-businesses like the Cloud Platform, & Fintech Gateway.
- First Inquiry lead in the company's 25 years of history, leading cross-cutting incident responses on COVID.
- Redesigned and strategically structured all content (video, product catalogs, audio, etc) on the groups' **10 websites** to drive SEO, Alexa rankings, and in turn ROI through search visibility on SERPs.
- Digital lead, **first ever cloud computing** and hosting platform in sub-Saharan Africa.
- **Volunteer 1-Year Training** for the Zenith Insurance Digital Team in brand development, SEO/SEM, etc driving conversion by a **500% increment.**
- I led as product owner, exceeding e-streaming **100,000 app downloads**, I anchored **tech conferences** before each event to over **143,000 students** at all of the events hosted in 8 universities in Nigeria
- Led business startups with the Cyberspace group- Cyberpay, Cybercloud, and Cybersecurity.

EXPERIENCE

SENIOR DIGITAL MANAGER & MARKETING STRATEGIST

RINGIER AG (NIGERIA, GHANA, KENYA, UGANDA & SENEGAL) FEB 2016 - MAY 2018

- Developed viral social strategies implemented across the Ringier Africa market (**Nigeria, Kenya, Senegal, Uganda, and Ghana**).
- Led in running the affairs of the team in the capacity of Senior Online Marketer and strategist.
- Led and surpassed the company video target, **beating 100 million views across social media platforms** (Facebook, Instagram, Snapchat, etc) in just 12 months.
- Founding member of the thinking/creative hub of the company '**Play Studio**' est. in 2017 and surpassed the financial target by earning about **77 million naira** more than all other arms of the company in its first year of inception.
- Created and managed an Instagram page that organically grew over **10,000 followers in its first week** through targeted content and a specified targeted persona.
- Worked directly with Social, Video, and sales to develop viral campaign strategies for brands like **Google, Samsung, Indomie**, etc.
- Implemented marketing strategies that resulted in **500% growth of social page in barely a month**.

DIGITAL MARKETING OFFICER

AIRTEL NIGERIA (SEP 2015 - JAN 2016)

- 24/7 client management and customer relationship/ stakeholder management.
- Maintaining awareness and communication (internal & external) for the company.
- **Managing staff** levels to ensure coverage of key target marketing areas.
- Plan and direct **staffing, training, and performance evaluations** to develop and control sales
- Monitor customer preferences to determine the focus of sales efforts.
- Confer or consult with other departments to plan advertising services and to secure information on equipment and customer specifications.

HEAD OF ONLINE AND DIGITAL MARKETING

1 MUSIC CHANNEL (MAY 2014 - JUN 2015)

- Head of Digital Marketing Team
- The author hit the web series 'Diary Of A Fat Naija Chic' with over **50,000 weekly visits**.
- Lead, **TV series scriptwriter** 'The Call Centre' with 15 episodes bought by the network.
- Social Media strategist to create channel awareness on shows, interviews, and more
- Official 1 Music **Website channel manager, WordPress editor**, and chief administrator
- Program content editor for channel celebrity guests such as Africa's finest artists, **MI Abaga, etc**
- Assisted various business groups with document organization and dissemination during acquisitions.

REAL ESTATE MARKETING & COMMUNICATIONS OFFICER

JIDE TAIWO AND CO. (FEB. 2012 - NOV. 2012)

- Maintaining awareness and communication for the company.
- Oversee awareness for properties on sale or lease for the company.
- Property letting and management leads for the company
- Spearheading property comparison and evaluation.
- Routine bank follow-up for valuation deals.
- Preparing sales brochures and promotional information.
- Liaising by phone, email and letter with solicitors, building societies & surveyors, and potential clients

EDUCATION & RECOGNITION

AWARDS AND RECOGNITION

- [United Nations UK Women Delegate \(CSW68\) 2024](#)
- [Winner, Top 100 WomenInTech for the UK - Powered by Barclays \(2024\)](#)
- [Winner, Inspiring Leader in STEAM Globant Award, representing the UK \(2023\)](#)
- [Top 100 Most Influential, Impactful & Successful Africans in the UK \(2022\)](#)
- [Award for Social Impact, Top 35 Afro-Asian Women #IWD2023](#)
- [30 Under 30 Judge, Digital MediaWeek \(2023\)](#)
- [Expert Judge and Panelist, The Performance Marketing World Awards 2023](#)
- [Speaker, WomenTech Global Conference, New York](#)
- [Speaker, Pathmonk Tech Podcast Show](#)
- [Product Mentor, Women in Tech UK first-ever speed mentoring, London](#)
- [Mentor, Females and Non-Binary Folks, Cherry on Tech, Canada](#)
- [Awarded Top 50 Product Mentor, ADPList](#)
- [Mentor Recognition on MicroMentor \(2021\)](#)
- [Top 100 Under 40 Most Influential People of African Descent \(MIPAD\) - Nomination](#)

MEDIA FEATURE WITH SIGNIFICANT VIEWS

- Walt Disney Animated Series (2024): [Iwaju - MovieLeadershipCredit](#)
- Snapchat Inc. & Kugali's Collaboration at Wembley Stadium (2021): [Promoting Black Athletes in the UK](#)
- Press Release, UK winner announcement (2023): [Globant Award, UK Inspiring Leader](#)
- The Pathmonk Podcast (2023): <https://pathmonk.com/global-expansion-the-power-of-storytelling-outreach/>
- Person in Tech Feature by Business Day (2022): <https://businessday.ng/technology/article/person-in-tech-hauwa-yakubu-from-building-mentees-to-leading-marketing-for-tech-brands/>
- International Women's Day #Balance Campaign (2019): <https://youtu.be/EX5TsWgT83M>
- What If Series: You Find Out That You Didn't Make Rapture (2017): <https://youtu.be/9s5aMxbsZfk>
- What If Series: You Find Out Dangote Is Your Father (2017): <https://youtu.be/bbDDgMfuCRO>
- What If Series: You Could Go Back In Time (2017): <https://www.youtube.com/watch?v=9Sp56X1t1fE&t=1s>
- Pulse TV Interview (2017): <https://www.facebook.com/pulsenigeria247/videos/1209851492441610/>
- Snap Influencer Takeover (2017): <https://www.instagram.com/p/BHyrb6uDKHt/?igshid=YmMyMTA2M2Y=>

OP-ED ARTICLES AND RESEARCH PUBLICATIONS

- Death of Homogeneity and the Rise of Gender Diversity in Tech (2023): <https://www.pulse.ng/business/domestic/death-of-homogeneity-and-the-rise-of-gender-diversity-in-tech/4cvg8k4>
- Queerness in Tech and Taboo of the African Product (2023): <https://www.pulse.ng/business/domestic/queerness-in-tech-and-the-taboo-of-the-african-product/bkj94q3>
- How My Time In The University of Salford Has Prepared Me For a C-Suite Marketing Executive Position (2022): <https://youtu.be/SyRhZn4VS-M>
- Research Paper on Nonprofit Charity in the UK (2022): <https://www.yakubu-hauwa.com/fareshare>
- BEFORE 30: Quitting My Life, Relocating To Manchester, & Starting Over At The University (2022): <https://www.yakubu-hauwa.com/post/life-at-salford-university>
- Pulse.ng Feature on Digital Marketing analytics and conversion titled "The Importance of Visual Content" (2016): <https://web.archive.org/web/20200131030407/https://www.pulse.ng/digital-marketing-strategy-the-importance-of-visual-content/zrk0ynn>

EDUCATION

- **UNIVERSITY OF SALFORD**
Masters of Art, Digital Video Production and Marketing- First class
- **UNIVERSITY OF NIGERIA, NSUKKA (UNN)**
Bachelor of Science, Estate Management - Second class upper