

Hauwa Yakubu Bradley

Marketing and Communications

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Multi-award-winning senior leader with **over 15 years' experience delivering strategic marketing, communications and impact-driven communications across Europe, Africa, and the UK**. Proven track record of AI-driven marketing automation, managing high-level stakeholder networks, and leading international programmes across **government, nonprofit, and commercial** sectors. As Director of Communications and Digital for Kugali Media, I led global engagement campaigns with **Walt Disney and Snapchat**, amplifying underrepresented narratives and influencing policy discussions on diversity and innovation. At West London Business, I directed automated marketing for the **Mayor of London's Net Zero initiative**, exceeding stakeholder engagement targets and supporting SMEs on sustainability transitions. With a strong background in **programme leadership, cross-sector partnerships, and evidence-based impact reporting**, I have successfully shaped strategic narratives, secured major grants, and advanced multi-country initiatives. A **two-time United Nations UK Delegate and Top 100 Women in Tech UK** honoree, I am passionate about collaborative research, innovation, and tech leadership on a global scale.

PROFESSIONAL SKILLS:

- Marketing Automation
- AI-driven Strategy and Innovation
- Data Research
- Strategic Marketing Innovation
- CRM and Data Management
- Government Relations & Public Inquiries
- Fundraising and Grant Management
- Impact Monitoring and Reporting
- Diversity, Equity and Inclusion Advocacy
- International Relations and Cross-Cultural Leadership

SOFTWARE PROFICIENCY:

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

GLOBAL CLIENTS / VOLUNTEER/ MENTORSHIP:



GREATER
LONDON
AUTHORITY



MAYOR OF LONDON

SAMSUNG



University of
Salford
MANCHESTER



Forbes



KUGALI

WOMEN
intech®

PMW Awards^{APAC}
Performance Marketing World



CHERRY
ON TECH



womentech
network



ADPLIST



Ringier

MEDIA PARTNERS/ COLLABORATIONS:



The
Guardian

EXPERIENCE

CHIEF DIGITAL OFFICER

KUGALI LIMITED, LONDON (NOVEMBER 2021 - DATE)

- Led strategic marketing automation and global stakeholder engagement for the **Walt Disney**/Kugali co-production 'Iwaju', securing partnerships with international media and policy institutions and promoting diverse narratives at major cultural and policy platforms.
- Directed **global communications and external relations across 15 countries**, engaging public audiences, government stakeholders, and major donors to drive advocacy, influence public discourse, and amplify marginalized voices.
- Coordinated partnerships with technology firms like **Snapchat Inc.**, leading innovative digital diplomacy campaigns reaching over **250M users**, and strengthening cultural dialogue between Europe and Africa.
- Oversaw fundraising and stakeholder campaigns exceeding targets by **over 500%, contributing to sustainable financing and impact expansion**.
- Led strategic media and public inquiry communications, preparing press releases, evidence submissions, and policy publications for international launch events.
- Mentored cross-cultural youth talent through strategic engagement programmes across Africa and the UK.

STRATEGIC MARKETING, ENGAGEMENT & COMMUNICATIONS MANAGER

WEST LONDON BUSINESS, LONDON (SEPTEMBER 2023 - APRIL 2025)

- Directed strategic AI-driven marketing automation, communications, engagement, and stakeholder relations for the **Mayor of London's Better Futures programme**, supporting policy objectives towards Net Zero by 2030.
- Led stakeholder management across SMEs, local authorities, and central government entities, exceeding engagement targets by onboarding **over 450 businesses within 6 months**.
- Coordinated responses to public inquiries and sustainability policy consultations funded by the UK Shared Prosperity Fund (UKSPF), contributing to regional strategy reports and impact assessments.
- Developed **cross-sector partnerships between private enterprises, public institutions, and nonprofits** to enhance climate action initiatives.
- Produced impact evaluations and narrative reports for funders, demonstrating programme achievements against sustainability and policy KPIs.
- Led and coordinated the delivery of the GLA's obligations with a focus on sustainability funded by the UKSPF and the **Mayor of London across London** boroughs such as Tower Hamlets & Hackney.
- Engaged with senior colleagues across the Government to ensure common issues were identified and rectified, and appropriate resources were shared with the supporting SMEs within the programme.

FOUNDER, MARKETING DIRECTOR

THE FREELANCERS CO. LONDON (SEPTEMBER 2022 - DATE)

- Founded a marketing nonprofit, supporting UK charities and SMEs in amplifying their public policy messaging, civic engagement, and media visibility.
- Designed and led strategic advocacy campaigns, collaborating with high-profile stakeholders including **HM King Charles III, the Mayor of London, and Parliamentarians**.
- Delivered high-stakes event media management at government venues such as **10 Downing Street and the Houses of Parliament**.
- Built cross-sector partnerships and managed multi-disciplinary volunteer teams to execute programmes aligned with charitable public benefit objectives.
- Led event 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.
- Oversaw grant **proposal writing, fundraising campaigns, and donor engagement** to support nonprofit growth and social impact.

EXPERIENCE

GROUP MARKETING, DIGITAL MEDIA AND COMMUNICATIONS HEAD

CYBERSPACE LIMITED, LAGOS (MAY 2018- NOVEMBER 2021)

- Directed corporate marketing automation, communications and publicity for Nigeria's first cloud computing platform (Cybercloud), advocating for digital infrastructure reform and local tech innovation policy.
- Led **national stakeholder engagement across government, academia, and industry** through a multi-city tech conference series attended by **over 143,000 students in 3 months**.
- Advised Ministers and senior public sector officials on digital policy communications and security innovation partnerships; contributed to **public campaigns addressing insecurity in Nigeria**.
- Developed internal communications strategies across 10 corporate websites and product ecosystems, significantly improving public visibility and stakeholder access.
- Directed launch campaigns for fintech and cybersecurity ventures, **managing event logistics, stakeholder coordination, and cross-sector partnerships**.
- Pioneered hybrid event delivery during the COVID-19 pandemic, executing **a tri-country virtual graduation event across 6 locations** for James Hope College.
- Led business startups events at the Cyberspace group- Cyberpay, Cybercloud, and Cybersecurity.

SENIOR MARKETING STRATEGIST

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

- Developed and executed cross-regional digital campaigns for **clients including Google, Samsung, and Uber, supporting their African market entry** through strategic stakeholder outreach, policy-aligned narratives, and coordinated public engagement.
- Led a pan-African team in creating content and campaigns that generated **over 100 million social media views in one year**, contributing to brand diplomacy and regional development objectives.
- Directed strategic partnerships with media, tech, and government stakeholders **across 5 countries, enabling multi-country event coordination and narrative alignment** with public interest goals.
- Co-founded 'Play Studio', a creative strategy unit driving cultural content and influencing corporate communications strategy; surpassed company revenue targets significantly in year one.
- Developed viral campaign strategies implemented across several African countries such as **Nigeria, Kenya, Senegal, Uganda, and Ghana, indirectly supporting a large team of 50+ people** across the different countries.

MARKETING AND COMMUNICATIONS MANAGER

AIRTEL NIGERIA, LAGOS (SEPTEMBER 2015 - JANUARY 2016)

- Provided 24/7 stakeholder management **across digital and in-person channels for clients across public and private sectors**.
- Ensured consistent external and internal communications during campaign periods, including crisis response and priority escalation.
- Managed **staffing for national campaign rollouts, training teams, coordinating deliverables, and ensuring programme integrity across regions**.
- Delivered strategic planning, sales evaluation, and market prioritization insight to inform outreach strategy.
- Liaised cross-departmentally to **secure media placements, budget approvals, and alignment of policy-adjacent campaigns**.

HEAD OF MARKETING AND COMMUNICATIONS

1 MUSIC CHANNEL, LAGOS (MAY 2014 - JUNE 2015)

- Directed digital engagement and audience development for one of West Africa's largest music platforms, managing programme content and online communications strategy.
- Authored, produced, and marketed original digital series viewed by **over 50,000 weekly users**, developing stories that reflected and influenced public sentiment and youth narratives.
- Managed high-profile media content for African celebrities and public figures, shaping reputational strategies and boosting digital reach.
- Coordinated communications during internal transitions and acquisitions, ensuring continuity, clarity, and stakeholder assurance.

AWARDS & EDUCATION

AWARDS AND RECOGNITION

- [United Nations UK Women Delegate \(CSW\) 2024 & 2025](#)
- [Winner, Top 100 WomenInTech for the UK - Powered by Barclays \(2024\)](#)
- [Rising Star Award \(Highly Commended\), Salford University \(2024\)](#)
- [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](#)

EDUCATION

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

MEDIA CAMPAIGN 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=9Sp56X1tlfE&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 Charities 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/zrkQynn>