

# 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:



## MEDIA PARTNERS/ COLLABORATIONS:



# 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=9Sp56X1tIfE&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>