

# HAUWA YAKUBU



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I am an award-winning **Digital Media Expert and Product Marketing Manager**, with a rich career across EMEA with several product-led digital technology companies and disruptors, as well as mentoring and coaching people, encouraging diversity and representation in tech. I am a **mentor, speaker, thought leader, 30 under 30 judge, and industry leader**, having delivered for international brands and startups around the world. I volunteer actively, paying forward and paving the way for future generations by training and mentoring newbies, young girls, and nonbinary humans new to tech via product-led digital tech structured programs like **WomenTech UK, Cherry on Tech, ADPList, and MicroMentor**, decentralizing access to mentorship for founders and entrepreneurs globally, especially those like myself, underrepresented genders from disadvantaged countries in **Africa, Asia, and most recently, Ukraine**.

## MY SKILLS

### PERSONAL SKILLS

- Web Design
- Photography
- Videography
- Graphic Design
- SEO
- Marketing
- Branding Design


## EDUCATION

### DISTINCTION

MA DIGITAL VIDEO  
PRODUCTION & MARKETING  
UNIVERSITY OF SALFORD  
CLASS OF 2022

### SECOND CLASS UPPER

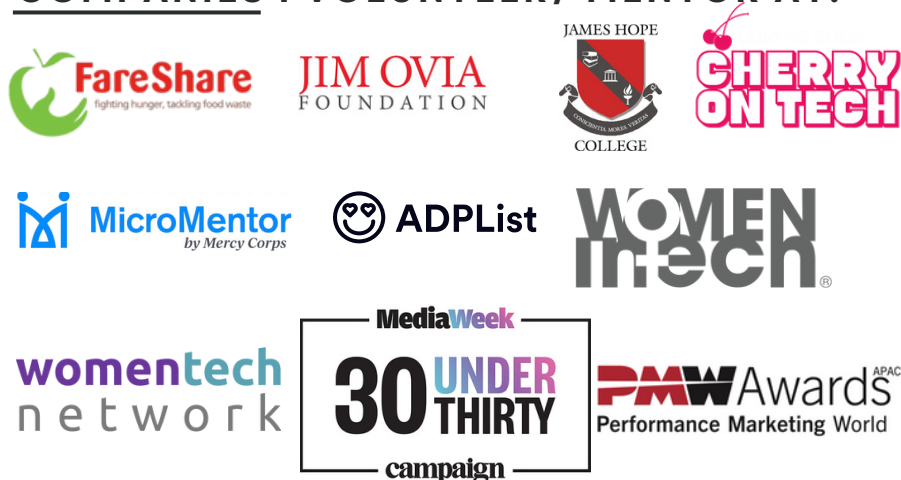
BSC. REAL ESTATE  
UNIVERSITY OF NIGERIA  
CLASS OF 2013

 in/hauwa-yakubu

## CLIENTS I DELIVERED FOR:



## COMPANIES I VOLUNTEER/ MENTOR AT:



# EXPERIENCE

## HEAD PR & PUBLISHING MARKETING

KUGALI LIMITED ( NOV. 2021 - DATE)

- Led Growth and PR on Augmented Reality and 3D animation products.
- Led partnership with **Walt Disney Animation Studios** on the Afrofuturistic animated series titled 'IWAJU'
- Led partnership with **Snapchat** as official lens creators to 250 million Snap.Inc audience
- 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 in the day-to-day runnings of the marketing team, including but not limited to performing market research, overseeing and executing sales and social campaigns, and working with Kickstarter projects.
- Perform and manage high-level public relations work, with ownership of press releases, interviews, opportunities, and outreach.

## HEAD, PRODUCT MANAGEMENT & DIGITAL MARKETING

CYBERSPACE LIMITED, (MAY 2018- NOV 2021)

- **Founding digital marketing manager** in the company's 25 years of history.
- 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.
- Product owner of Publicite **Advert engine/ Ad marketplace** to rival tech giant **Google** in the local digital space here in Nigeria, creating a niche solution to unite advertisers, publishers, and creators.
- Built and designed a **logistics-UBER system** creating solutions garnered from problems encountered in the online sphere alongside the new norm challenges.
- Grown the usability, design, content, and conversion of the company websites and sub-businesses like the **Cloud Platform, & Fintech Gateway.**
- **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.

## SENIOR ONLINE MANAGER | DIGITAL 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.**

# EXPERIENCE

## PUBLIC RELATIONS 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.

## BRANDING AND COMMUNICATIONS OFFICER

YAXX AND YAXX NIG. LTD (AUG 2013- JAN 2014)

- Maintaining awareness and communication for the company.
- Managing product visibility ensuring coverage of crucial target marketing areas.
- Identifying and monitoring the performance of competitors' Interaction with clients to ensure customer satisfaction.
- Resolve customer complaints regarding sales and service of products
- Oversee regional and local sales managers and their staff.
- Plan and direct staffing, training, and performance evaluations to develop and control sales and service programs.

## AWARDS AND RECOGNITION

- ★ [Inspiring Leader in STEAM Globant Award-Nominee, 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](#)

# EXPERIENCE

## MEDIA FEATURE WITH SIGNIFICANT VIEWS

- 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 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

## DISTINCTION (1ST CLASS)

MASTER OF ARTS DIGITAL VIDEO PRODUCTION & MARKETING  
UNIVERSITY OF SALFORD

## SECOND CLASS UPPER (2'1)

BSC. REAL ESTATE  
UNIVERSITY OF NIGERIA

# TESTIMONIAL & FEEDBACK

*"Yakubu Hauwa is one of the most innovative Digital Marketing and Content creators I have met in my 14 years of professional career. We worked with Partner brands like - Google, Samsung, Coca-cola, etc, and Hauwa was one of the first innovative minds from the online marketing department to join and build it to become what it is today. Hauwa implemented marketing strategies that resulted in 500% growth of the social page in barely a month. She also co-started and grew a new strategic business generating multimillions for the company and servicing giants like Nike, Facebook etc with digital strategies being replicated for the many successes of the now-standalone disruptor."*

**TUNDE KARA**

CO-FOUNDER & CEO, VENDEASE (YC BACKED STARTUP WITH \$33.3 MILLION INVESTMENT)

*"Yakubu is both deeply talented and well-experienced in cross-platform communication and marketing. Our work together at Ringier remains one of the most memorable in terms of impact on clients. Her very unique understanding of audience, content, platform, and everything in between remain what stands her out every time."*

**ILABESHI GABRIEL**

SENIOR MARKETING & COMMUNICATION STRATEGIST