



I am a brilliant multimedia strategist with 8 years of experience in 7 countries and 2 continents across digital marketing, multimedia design (website, mobile apps, and social media), content design, and product development. I am very thorough and passionate about technological innovations and I have partnered with several international brands such as Snapchat, Walt Disney, Samsung, etc; creating successful digital campaigns across the world as a leader with impeccable intellectual and creative abilities to help brands grow. I continue to prove myself as a force to reckon with in the future of digital multimedia and online strategies.

HAUWA YAKUBU

MULTIMEDIA STRATEGIST/TECH CO-FOUNDER



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07877166412



Email

callmehauwa@gmail.com



Website

www.yakubu-hauwa.com

MY SKILLS

PERSONAL SKILLS

- Web Design
- Photography
- Video Editing
- Graphic Design
- SEO
- Marketing
- Branding Design

EDUCATION

DISTINCTION

MA DIGITAL VIDEO
PRODUCTION & MARKETING
UNIVERSITY OF SALFORD

SECOND CLASS UPPER

BSC. REAL ESTATE
UNIVERSITY OF NIGERIA



in/hauwa-yakubu

CLIENTS I HAVE DELIVERED FOR



UBER



VOLUNTEER AND MENTORSHIP



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EXPERIENCE

HEAD PR & PUBLISHING MARKETING

KUGALI MEDIA (WALT DISNEY CO-CREATORS) NOV. 2021 - DATE

- Led PR with the **Snapchat** team on Augmented Reality Lens Partnership.
- Collaboration with **Walt Disney Animation Studios** on the Afrofuturistic animated series titled 'IWAJU', leading Kugali's PR and Publishing Marketing Team to ensure its success.
- Led 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, meet specific sales goals and report on gains; elevate the reach of the company's publishing wing, and develop new ways to access existing and burgeoning audiences for our products.
- Assist 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, DIGITAL MARKETING & PRODUCT DEVELOPMENT MGT.

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 and first-page ranking on SERPs like Google and Bing.
- Digital lead, founding creators of the **first ever cloud computing** and hosting platform in sub-Saharan Africa, partnering with cloud tech giant VMware.
- Designed and Developed an **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 content creators.
- **Promoted to Head the Social-Cognitive unit** creating solutions garnered from problems encountered in the online sphere alongside the new norm challenges- designing a **logistics-UBER system** to further increase the contactless delivery chain.
- Improving 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.
- Devising strategies to drive online traffic to the various companies in the group.

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EXPERIENCE

- Tracking conversion rates and making improvements to the websites across - in 6 months of commencement (May - December 2018), the Alexa ranking for the main website had risen **from 892,546 worldwide to the top 500** in Nigeria.
- Developing and managing digital marketing campaigns for each product line.
- Overseeing the social media strategy for the company ensuring it aligns with the company's brand **increasing followers by 500%**.
- Reshaped the customer service experience by introducing alternative channels of mediating with clients and customers to reduce resolution time such as Livechat, Newsletters, Email marketing, 24/7 Social media chats, etc **increasing customer service ratings by 40%**.
- Utilizing a range of techniques including paid search, SEO, and PPC to push the brand both offline and online.
- Building reporting frameworks to evaluate the return on investment on the various platforms through channels such as **Google Analytics, Alexa ratings**, etc.
- Developing a content calendar across all platforms ensuring a constant supply of relevant content **driving engagement by 300% in 6 months**.
- Managing **online brand and product campaigns** to raise brand awareness.
- Responsibility for planning and budgetary control of all digital marketing
- Review new technologies and keep the company at the forefront of developments in digital marketing.
- Create product marketing plans for future products and services

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, Sudan, 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.

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- Responsible for several creative designs for pulse.ng social media platforms.
- 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.
- Created boardroom and client multimedia presentations including video and text- sync'd depositions for enhanced understanding.
- Implemented marketing strategies that resulted in **500% growth of social page in barely a month**.
- Developed new processes for employee evaluation which resulted in marked performance improvements.

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.
- Identifying and monitoring the performance of competitors' Interaction with clients to ensure customer satisfaction.
- Resolve customer complaints regarding sales and service.
- Plan and direct **staffing, training, and performance evaluations** to develop and control sales and service programs.
- 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.

EXPERIENCE

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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, Praize, Harry Songs**, and many more.
- Magazine production of 'Play On Repeat Now' (P.O.R.N) featuring African entertainment highlights, trends, and viral celebrity content.
- Obtained documents, clearances, certificates, and approvals from local, state, and federal agencies to assist in the growth of the channel.
- 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 staff levels ensuring coverage of key target marketing areas.
- Identifying and monitoring the performance of competitors' Interaction with clients to ensure customer satisfaction.
- Resolve customer complaints regarding sales and service.
- 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.
- Determine price schedules and discount rates.
- Review operational records and reports to project sales and determine profitability.
- Monitor customer preferences to determine the focus of sales efforts.
- Prepare budgets and approve budget expenditures.
- Confer or consult with department heads to plan advertising services and secure
- information on equipment and customer specifications.

EXPERIENCE

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INTERNSHIP (S.I.W.E.S) TRAINING

JIDE TAIWO & CO. (MAR 2012 – SEPT 2012)

- Following Letting and management leads for the company
- 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.

AWARDS AND RECOGNITION

- ★ Faculty Vice President, University of Nigeria Nsukka (2011 - 2012)
- ★ President, Satellite Press club, Federal Government Girls' College (2018)
- ★ A-level scholarship (2008)
- ★ Top 3 best graduating Estate Management, Class of 2013
- ★ Dissertation titled "The effects of flood damages on residential properties in Lokoja, Kogi state" published in a Real Estate Magazine 2013.

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 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."

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