

Meti T. Gemechu

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Profile Summary

Passionate and results-oriented communications and advocacy professional with nearly 10 years of experience in the non-profit and private sectors. Proven ability in project/program management, strategic alliances, resource mobilization, and advocacy, with extensive experience in education, Climate Justice, Peace-building, SRHR, and GBV. Skilled in safeguarding, donor engagement, proposal writing, and managing project budgets and digital marketing.

Work Experience

Resource Mobilization, Youth Engagement and Communications Lead at Young Women's Christian Association

Location: Addis Ababa

Responsibilities: ● Developed and implemented fundraising and resource mobilization strategies that yielded almost USD 1 million in funding over four years.

- Developed concept notes and proposals and various themes
- Developed and ran a young women's internship program for 12 interns, 5 of whom were later employed with full-time work at YWCA
- Designed a youth engagement program that allowed more than 2000 volunteers to serve their communities

Account Executive (Business Development) at Ultra Communications and Trading PLC (2021-01-01 - 2022-06-30)

Location: Addis Ababa

Responsibilities: ● Created innovative digital marketing campaigns

- Designed business proposal template and pitch to generate new business
- Approached, onboarded, and managed the relationship with over 10 clients
- Involvement in developing a strategic plan and direction for the company
- Applied for different calls and bids
- Trained and onboarded new Account Managers

Girls Vision Co-Lead Consultant (Communications, Budgeting and Safeguarding) at Malala Fund (2023-05-01 - 2024-04-30)

Location: Remote, Global

Responsibilities: ● Led from ideation to implementation of global consultations for young women and girls across 34 countries, shaping a campaign on quality education.

- Successfully initiated and managed several partnerships from a technical partner, various Malala Fund departments, and local implementing partners
- Designed safeguarding measures for the different consultation workshops that were tailored to the various contexts of the girls
- Managed the overall budget of the project and for partners
- Managed almost 100 facilitators from 10+ different countries

Education

Bachelor's Degree in BA in Marketing Management

Institution: St. Mary's University | Dates: 2019-01-01 - 2023-06-30

Location: Addis Ababa, Ethiopia

Vocational Training (Diploma) in Certification in Leadership and African Education Policy

Institution: Kenyatta University | Dates: 2024-07-01 - 2024-08-30

Location: Nairobi, Kenya

Certification/Online Courses in Certification in PILPG's Peace Negotiation Summer School

Institution: Public International Law & Policy Group | Dates: 2024-11-01 - 2024-11-07

Location: Online

Skills & Tools

Technical & Sector-Specific Skills: Gender Equality and Social Inclusion (GESI) analysis and mainstreaming, Program design and implementation for inclusive services, Monitoring, Evaluation, and Learning (MEL) with a GESI lens, Qualitative and quantitative research (focus groups, interviews, surveys), Policy and regulatory analysis (especially around inclusion), Report writing and donor communications, Proposal and concept note development, Workshop facilitation and stakeholder engagement, Familiarity with digital financial services (DFS) landscape in Ethiopia, Basic data analysis (Excel, SPSS), Human-centered design approaches for financial products, Youth and women empowerment programming

Tools & Platforms: Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Google Workspace (Docs, Sheets, Forms, etc.), Data collection tools (e.g., KoboToolbox, SureveyCTO), Project management tools (e.g., Trello, Asana), Canva

Soft Skills: Strategic thinking and problem-solving, Strong communication and storytelling abilities, Stakeholder coordination and partnership building, Cultural sensitivity and inclusive facilitation, Critical thinking and adaptability, Detail-oriented with strong organizational skills, Team collaboration and leadership, Advocacy and negotiation skills

Languages

Amharic, English