

# Mariamawit Degefu Balcha

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Date of Birth: 1999-01-06 00:00:00 | Gender: Female | Nationality: Ethiopia

## Profile Summary

I hold a degree in Political Science and International Relations, which has equipped me with strong analytical thinking, communication, and cross-cultural understanding. Over the past three years, I have gained diverse professional experience across several roles. I began my career as an Account Executive, where I developed client relationship management skills and honed my ability to communicate effectively and meet performance targets. I later transitioned into a Marketing Manager role, where I specialized in event marketing—planning, coordinating, and executing events from concept to completion. This included managing budgets, liaising with vendors, overseeing logistics, and ensuring a seamless experience for clients and attendees across various industries. Additionally, I worked as a Project Assistant on a contract basis, supporting project planning, documentation, and coordination efforts. Through these roles, I have developed a versatile skill set including event management, stakeholder engagement, project coordination, and strategic planning. I am known for my strong communication skills, being hardworking, detail-oriented, and a fast learner who adapts quickly to new challenges.

## Work Experience

Account Executive at LinkUp Addis Media and Technology (2021-08-16 00:00:00 - 2022-04-20 00:00:00)

Location: Addis Ababa

Responsibilities: As an account executive I mainly served as the primary point of contact person for clients managing their communication with the company.

Marketing Manager at LinkUp Addis Media and Technology (2022-04-21 00:00:00 - 2023-12-07 00:00:00)

Location: Addis Ababa, Ethiopia

Responsibilities: My main responsibilities was on event marketing—planning, coordinating, and executing events from concept to completion. This included managing budgets, liaising with vendors, overseeing logistics, and ensuring a seamless experience for clients and attendees across various industries.

## Education

Bachelor's Degree in Political Science and International Relations

Institution: Addis Ababa University | Dates: 2017-10-10 00:00:00 - 2022-04-20 00:00:00

Location: Addis Ababa, Ethiopia

## Skills & Tools

communication skills, Adaptability, Problem-solving, and Time management skills

## Languages

Amharic and English