

KAFUI MAWUNYO SIABI

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PROFESSIONAL SUMMARY

- Experienced communications professional with about 5 years of extensive experience in public relations, digital strategy, stakeholder engagement, and institutional communications. Demonstrates a consistent ability to develop and implement strategic messaging across platforms, strengthen brand presence, and coordinate high-level outreach to partners, donors, and media.
 - Skilled in managing integrated communications for organizations in the non-profit and corporate with a strong command of content creation, social media management, executive support, and donor relations. Highly organized, detail-oriented, and adept at ensuring message consistency and strategic alignment with organizational goals.
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MAJOR PROGRAMS AND INITIATIVES LED

1. **HACSA Sankofa Summit and Charity Gala 2025** - The British Parliament – Jun 2025
 - Supported digital communications and media efforts, including drafting invitations for speakers and VIP guests and authoring the official press release on the summit's objectives, outcomes, and fundraising.
2. **Launch of HACSA Sankofa Summit and Tech4Girls(T4G) Campus** - Kanda - May 2025
 - Coordinated communication materials and social media announcements for the Tech4Girls Campus launch, ensuring strong press visibility through tailored messaging and media coverage.
3. **International Women's Day Webinar in Support of Tech4Girls** – March 2025
 - Created targeted content across platforms to engage audiences and highlight Tech4Girls' impact.
4. **HACSA Sankofa Masterclasses – Ongoing**
 - Supported knowledge-sharing efforts through consistent messaging and online engagement strategies.
5. **T4G Fundraiser and Cohort 3 Award Ceremony** – Kempinski Hotel, Accra – Feb 2025
 - Managed the full communications campaign for the fundraiser and award ceremony, showcasing the success of 60 graduating scholars, created event highlights and coordinated post-event media engagement.
6. **Giving Season and HACSA 8th Anniversary Webinar** – Nov 2024
 - Managed online communications to drive participation and fundraising during the anniversary webinar and provided content and support for donor engagement.
7. **T4G Cohort 3 Matriculation Ceremony** – TAF College, Dzorwulu – October 2024
 - Developed written content to welcome the incoming cohort and share program goals with the public and stakeholders.
8. **HACSA Sankofa Summit and Charity Gala 2024** – Columbia University – Oct 2024
 - Drafted and dispatched official speaker and guest invitation letters for the international summit and gala.
 - Oversaw all communications and publicity, including real-time social media engagement, and post-event storytelling, and wrote and published the official press releases.

SKILLS: Strategic Communications & Public Relations, Stakeholder & Donor Engagement, Digital & Social Media Strategy, Content Development & Editorial Oversight, Executive Support &

Correspondence, Media Relations & Crisis Communication, Event Promotion & Brand Visibility, Newsletters, Press Releases & Reports, Canva, Mailchimp, Trello, Microsoft Office.

EDUCATION

- Certificate in Frontend Development (Distinction) | Tech4Girls | April 2024 – July 2024
 - Certificate in Digital Marketing | Soronko Academy | 2023
 - Bachelor of Arts, Communication (Public Relations) | Ghana Institute of Journalism | 2016-2020
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WORK EXPERIENCE

Communications Associate | The HACSA Foundation | August 2024-Present

- Develop and manage communications content across digital and traditional platforms.
- Lead social media strategy, increasing audience engagement and visibility.
- Draft and edit press releases, donor communications, and newsletters.
- Support fundraising initiatives and sponsorship outreach.
- Coordinate content updates on the organization's website.
- Promote initiatives such as Tech4Girls and the HACSA Sankofa Summit.
- Monitor analytics and report on performance across communication channels.
- Ensure consistency in brand messaging and institutional voice.
- Liaise with media, partners, and external stakeholders.

Personal Assistant (Remote) | Career Compass Ghana | Apr 2024-March 2025

- Managed the CEO's calendar, meetings, and communications with discretion and efficiency.
- Prepared high-level correspondence, reports, and presentation materials.
- Served as the liaison between the CEO and internal/external stakeholders.

Executive Assistant | AutoShack Ghana | Oct 2022- Dec 2023

- Provided high-level administrative and executive support, including calendar and document management.
- Managed the company's social media platforms and digital communications.
- Attended to client inquiries and walk-ins, ensuring prompt and professional service.
- Organized and prepared documentation for meetings and operational planning.
- Maintained internal records, correspondence, and company files.
- Assisted in managing crisis communication during customer complaints and service disruptions, ensuring timely responses and protecting the company's reputation.

Social Media Manager (Remote) | Oyoko Clinic, Ghana Locum Agency | Mar 2022- Nov 2022

- Managed online presence and developed targeted content for health-related services.
- Supported regulatory registration processes and coordinated communication logistics.

Marketing Executive | Business 24 | Aug 2021- Jan 2022

- Conducted market research and analyzed data to identify target audiences and advertising opportunities.
- Assisted in writing and preparing marketing proposals tailored to prospective clients.
- Participated in client meetings and actively pitched advertising proposals to secure placements in the newspaper.
- Supported the development and execution of marketing campaigns to promote the brand and its offerings.
- Assisted in planning and coordinating company events, exhibitions, and promotional activities.
- Managed and updated customer relationship management (CRM) systems.

- Engaged in direct client outreach to build and maintain strong relationships

National Service Personnel | Ghana Tourism Authority| Sept 2020- Aug 2021

- Provided administrative and logistical support to the communications unit.
- Processed stakeholder communications and coordinated internal documentation.

Customer Experience Associate | WeGoo Delivery| Sept 2020- Dec 2020

- Supported customers with product implementation and usage, responding promptly and professionally to inquiries.
- Built strong client relationships through excellent telephone etiquette and timely communication. Provided detailed information on products and services, including current sales and promotions.
- Engaged customers with proactive strategies to understand their needs and deliver effective solutions.
- Assisted in resolving client concerns and complaints, ensuring timely follow-up and customer satisfaction.

Client Service Representative | Veritas Publics| Sept 2019-Nov 2019

- Built sustainable client relationships through effective communication and interpersonal skills.
- Documented client interactions to ensure accurate tracking of requests, issues, and resolutions.
- Provided timely and knowledgeable support to incoming clients, both in-person and remotely.
- Conducted research to support client campaigns and prepare background information for strategy development.
- Monitored media coverage and gathered insights to inform public relations activities.
- Assisted in the development of campaign strategies tailored to client needs and objectives.
- Ensured prompt resolution of service requests and maintained consistent follow-up communication.

News Reporter | Eastern FM, Koforidua| Sept 2018 – Nov 2018

- Researched, reported, and presented news stories and current events.
- Conducted interviews and gathered source material for broadcast.

REFEREES

- Stanley Ansah, Ghana Tourism Authority +233 50 002 4980
- Russell Quarcoo, Veritas Publics +233 24 459 188