

EDUCATION

African Leadership University (ALU)

Sep 2017- February 2021

BA (Hons) Global Challenges

Relevant Coursework: Governance, Research Methods, Policy Skills lab, Education and Mission Management

Online Courses: General Assembly's Certified Marketer 1 and University of Sydney's Ethical Social Media

Current GPA: 4.5

WORK EXPERIENCE

Vatel Tourism and business School Rwanda – Kigali, Rwanda

Project Manager

February 2020 –Present

- Conducted the full range of activities required to prepare, submit, and manage grant proposals to foundation and corporate sources and initiate ongoing communication with key internal stakeholders to analyze funding needs and opportunities.
- Managing a Mastercard Foundation COVID-19 Relief and Resilience Project on digital solutions by designing an e-learning pedagogy, and user interactive digital learning delivery ecosystems to increase the access to hospitality education in Rwanda.

African Leadership University(ALU) – Kigali, Rwanda

Curriculum & Systems Design Intern

May 2019-February 2020

- Designed a detailed gender-responsive career readiness curriculum and courses for 1,000 plus students which aimed to provide students at ALU with the necessary support and information towards navigating their career journeys at different levels of their personal and professional lives.
- Researched and analyzed experience with the department using data analytic tools to redesign and revamp user-centred delivery and engagement systems for the new academic year.

L'Oreal West Africa – Accra, Ghana

Digital Marketing Intern

May 2018 – September 2018

- Created and managed social media content, strategy, and pages for Maybelline New York and Carol's Daughter which led to a 50% increase in viewership and page engagement.
- Spearheaded digital media campaigns aimed at increasing e-commerce sales, the campaigns reached 60% of the target audience and sales reached 2% above the stipulated target.

LEADERSHIP AND EXTRACURRICULAR ACTIVITIES

Feminismo – Founder & Creative Director

May 2019 - Present

- Curated and directed an Afro-Feminism a fashion story platform displaying the importance of accepting the nuances of women, their uniqueness and versatility through the use of art and creativity as a medium of expression. My work inspired a class on creating awareness-raising events for social impact.

Ananke Magazine – Panelist

July 2020

- Invited as a former Ananke intern committed to social inclusivity and gender-responsive digital development to speak on a webinar addressing ways the government, policymakers and the youth can collaborate to mitigate the effects of the COVID-19 pandemic.

World Government Summit, Dubai – Student Rapporteur

February 2019

- Appointed by the World Government Summit as the representative student of ALU Rwanda to report on the proceedings of its SDG council meetings at the 2019 gathering in UAE.

ACHIEVEMENT

L'Oreal Brandstorm Competition - National Winner - International Finalist

May 2020

African Leadership University Climate Hackathon - Runner Up

November 2019

SKILLS

Technological skills: Google Office Suite, MS Office Suite, WordPress, Microsoft Power BI, NVivo, HTML

Professional skills: Research, Strategic Thinking, Creative & Technical Writing, Design Thinking, Digital Marketing, Data Analysis, Social Advocacy, Organising.

Languages: English (Native), Hausa (Native)