



Ridwan Tukale

Communication Specialist

A Communication and Media Specialist who has a relative experience in Marketing, Product Development and Public Relations. Built complex solutions and been part of a dynamic creative teams. Aspires to become a Product Marketer.

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📍 Hargeisa

🌐 [linkedin.com/in/ridwantukale](https://www.linkedin.com/in/ridwantukale)

RELEVANT WORK EXPERIENCE

Communication Expert

FCG Finnish Consulting Group | Urur Kaab

03/2021 - Present

Hargeisa, Somaliland

Urur Kaab programme team by (FCG) which implements the EU-funded three year programme in providing Technical Assistance to Somali Civil Society

Achievements/Tasks

- Established online presence of Urur Kaab project including social media, set up email marketing, & content calendar.
- Oversee and edit communication materials, including activity updates, blog post, success stories from the CSO sector, newsletters, press releases and infographics.
- Identify key partners and help CSO with partnership building through email using MailerLite and MailChimp.

Contact : Henry K. Karanja - +252 63 6209527

Communication Specialist/ Community Engagement

Shaqodoon Organization / HarHub

11/2019 - 02/2021

Shaqodoon is a local nonprofit organization that designs, delivers and innovative programs to address some of the local most urgent challenges

Achievements/Tasks

- Designed communication strategies and implemented plans to ensure proper projects visibility of partners including EU, SOS, UNFPA, Oxfam, USAID, SPARK, ITC etc
- Community engagement management including managing, planning and hosting successful events
- Developed content and distributed via appropriate channels in consideration to different specific audiences

Contact : Mustafa Othman - +252 63 4000613

Digital Communication Consultant

Wadaag Communication Consultancy

12/2020 - Present

Hargeisa, Somaliland

Wadaag Communication Consultancy is a marketing, digital media, PR, media and content driven comms consultancy company.

Achievements/Tasks

- Responsible for commercial clients communications
- Ran a successful campaign for series events organized, created and curated different contents
- Managed and designed successful events for no-profit, private and government institutions

Contact : Mustafa Adam - +252 63 4423024

EDUCATION

BSc Software Engineering

Abaarso Tech University

10/2015 - 08/2018

SKILLS

Communication

Problem Solving

Writing and Editing Skills

Interpersonal Skills

ACHIEVEMENTS

Suuq Labs (07/2019 - Present)

Organized the first made in Somaliland trade show where we have given a platform to small scale businesses to promote their locally produced products.

Silicon Nomads / Lander Hackathon (11/2020 - Present)

Hosted the first tech hackathon in Somaliland to boost local talent capacity, network & confidence to design, develop & build tech solutions for Somaliland markets problems.

COMMUNICATION FREELANCE PROJECTS

Global Entrepreneurship Week - Shaqodoon Organization (11/2019 - 12/2019)

- Put together a communication strategy for the global entrepreneurship week campaign.
- Ran a successful media campaign for GEW coordinating different media and channels and co-creating the content to be shared.

Hargeisa International Book Fair (06/2017 - Present)

- Lead the team responsible for the Social Media marketing of the book fair to improve book fair visibility.
- Helped the book fair gained over 3.5 M impressions on three different campaigns.

Somaliland Banking & Finance Conference (06/2019 - Present)

- Made social media promotion plan and was responsible for the content creation and distribution.
- Ran a promotional campaign for the event, coordinated different media.

LANGUAGES

Somali

Native or Bilingual Proficiency

English

Native or Bilingual Proficiency

Arabic

Limited Working Proficiency

INTERESTS

Reading

Networking

Health Systems

Events & Meet ups

Traveling