**Esther Waliba Abena**

**Full name:** Esther Waliba Abena  
**Preferred name / display name:** Esther (often seen as *Abena* / *Joy Waliba* on social)

**Short headline (10–15 words)**  
Community-focused storyteller and people-builder creating warm, values-driven spaces online and offline.

**Short bio (for cards)**  
Community manager and content creator who builds belonging through storytelling, micro-events, and faith-centred engagement.

**Long bio (for profile page)**

I’m Esther — a community-minded creator and connector who builds warm, values-driven spaces both online and offline. I blend lifestyle storytelling, faith-centred reflection, and hands-on community programming to help people belong. I design small moments — from micro-events and peer circles to short campaigns and weekly reflection prompts — that drive sustained participation and relationship-building. My work blends practical creativity (short-form reels, photo storytelling, thoughtful captioning) with warm moderation and grassroots partnerships to grow engaged audiences. Current roles include Community Manager at AI for Good Lagos Hub and Social Media Manager at Menthali. Based in Abuja, I focus on creating inclusive, meaningful spaces where purpose and everyday life meet.

**One-sentence mission statement**  
To create welcoming, values-driven communities that help people connect, reflect, and belong through storytelling and small, purposeful experiences.

**Core skills / areas of expertise**

* Community engagement & moderation
* Short-form video (reels) & photo storytelling
* Social media strategy & content creation
* Micro-event design and facilitation
* Audience growth & community activation
* Partnerships & grassroots collaboration
* Thoughtful copy / captioning and conversational programming
* Faith-centred programming and values-based design

**Focus areas / interests (SDGs or topics)**

* Inclusive communities & civic participation (SDG 11)
* Education & intentional learning (SDG 4)
* Partnerships for the goals (SDG 17)
* Well-being and reflective practice (SDG 3)

**Programs & notable projects**

* **Gratitude Series** — weekly reflection prompts to cultivate intentional living habits.
* **Peer Conversations** — small, warm circles for authentic conversations and mutual support.
* **Micro-events** — light-lift gatherings that build momentum and community ownership.
* Community Manager — **AI for Good Lagos Hub** (program leadership, activations).
* Social Media Manager — **Menthali** (content & engagement).

**Achievements & certificates**

* Certificate of Achievement — Flourish Opportunities Network
* **LA PLAGE METAVERSE AFRICA** — Digital Ambassador
* Additional certificates: Jobberman, Menthali, Revslon School of Marketing (portfolio/gallery available)

**Contact & links**

* X (Twitter): **@Abena\_wally** — <https://x.com/Abena_wally>
* Instagram: **@arh\_benna** — <https://www.instagram.com/arh_benna>
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