Curriculum Vitae

Name: Zewotir Desalegn Alemu Date of Birth: 21 May 1992 Nationality: Ethiopian Marital Status: Married

Email: <u>zikalex1992@gmail.com</u> **Mobile:** +251 920 200 452

LinkedIn: linkedin.com/in/zewotir-d-alemu-3a0464258

Address: Addis Ababa, Ethiopia



Professional Summary

Seasoned media professional, strategic communicator, and charismatic presenter with over a decade of experience across radio, television, corporate communications, and live event hosting. Recognized for eloquence, professionalism, and cultural adaptability, with a proven track record in media strategy, public relations, and stakeholder engagement. Adept at voice-over narration, event moderation, and storytelling that resonates with diverse audiences. Currently serving as Director of Event Production & Media Strategy at Nordic Trading PLC while hosting programs on EBS TV.

Professional Experience

Director of Event Production & Media Strategy

Nordic Trading PLC – Addis Ababa, Ethiopia

June 2025 - Present

- Lead strategy and execution of corporate events, media campaigns, and brand communication.
- Oversee creative production, stakeholder engagement, and media partnerships.

TV Host & Journalist

Ethiopian Broadcasting Service (EBS) – Addis Ababa, Ethiopia

March 2023 - Present

- Produce and host television programs with strong audience engagement.
- Deliver bilingual (Amharic & English) voice-over and script translation services.
- Drive cultural diplomacy projects through flagship shows like Ferenj Gorebete.

Radio Host & TV News Anchor

Ethiopian Broadcasting Corporation (EBC) – Addis Ababa, Ethiopia October 2021 – March 2023

- Anchored English-language television news broadcasts.
- Produced and hosted radio shows with national reach.
- Delivered live newscasts and breaking news coverage.

PR & Brand Ambassador

Rainbow Plastics & Foam Industries PLC – Addis Ababa, Ethiopia January 2021 – July 2022

- Drafted and delivered press releases on behalf of the company.
- Managed internal communications and delivered employee training.
- Produced voice-overs and creative content for corporate branding.

Senior Radio Presenter

105.3 Afro FM, Paconet Media PLC – Addis Ababa, Ethiopia August 2015 – July 2021

- Hosted prime-time radio shows, news bulletins, and live broadcasts.
- Delivered bilingual translations and script adaptations.
- Recorded voice-overs for commercials, promos, and advertisements.

Junior Radio Presenter

105.3 Afro FM, Paconet Media PLC – Addis Ababa, Ethiopia September 2014 – July 2015

- Initiated professional career as on-air presenter.
- Assisted in content development and news reporting.

Education

MA, Public Relations & Strategic Communication

Addis Ababa University – Addis Ababa, Ethiopia November 2022 – June 2025

BSc, Computer Science

Unity University – Addis Ababa, Ethiopia

October 2014 – July 2019

Core Competencies

- Public Relations & Strategic Communication
- Media Production & Broadcasting
- Event Hosting & Moderation (MC)
- Voice-over Narration (English & Amharic)
- Stakeholder Engagement & Diplomacy
- Bilingual Scriptwriting & Translation
- News Anchoring & Reporting

Language Proficiency

• Amharic: Native

• English: Advanced (C1 - Listening, Reading, Writing, Speaking)

Selected Achievements

- Recognized for excellence in broadcasting and media presentation across leading Ethiopian platforms.
- Successfully transitioned from radio to national television anchoring, broadening audience impact.
- Served as voice-over artist for high-profile commercials, advertisements, and documentaries.
- Trusted Master of Ceremonies for corporate galas, cultural celebrations, and formal events.
- Built a reputation for eloquence and reliability, leading to collaborations with prominent organizations and dignitaries.

Other Skills

- Event production and stage moderation (formal and informal)
- Professional voice-over services for commercials and corporate media
- Cross-cultural communication and diplomacy

Hobbies & Interests

Fitness and gym training

- Sketching and creative arts
- Watching films and cultural documentaries
- Outdoor walks and nature exploration

References

- Sintayehu Endris Unity University | sintend2007@gmail.com | +251 911 135 732
- Yihdego Abeselom CEO, Rainbow Plastics & Foam Industry PLC | ceo@kestedamena.com | +251 911 211 472
- Assegid Mulugeta Ethiopian Broadcasting Corporation | <u>assaefeker467@gmail.com</u> | +251 913 596 715
- Abdulaziz Dino Addis Ababa University | abdinonew@gmail.com | +251 953 925 808

Respected Sir/Madam,

It is with great respect and enthusiasm that I submit my application for a position within your esteemed organization. With over a decade of professional experience spanning radio, television, public relations, and event hosting, I have cultivated a versatile portfolio that uniquely positions me to contribute meaningfully to your institution's vision and objectives. Currently serving as a

television host at Ethiopian Broadcasting Service (EBS TV), I bring to my work a rare combination of charisma, eloquence, and strategic communication expertise. I hold a Master's degree in Public Relations and Strategic Communication from Addis Ababa University, which has equipped me with the academic grounding to complement my practical experience in message strategy, stakeholder engagement, and media planning. My professional journey—beginning at Afro FM 105.3, Ethiopia's premier English radio station, and extending to roles at the Ethiopian Broadcasting Corporation (EBC) and in corporate public relations—has allowed me to develop a proven ability to connect with diverse audiences, adapt to evolving environments, and deliver impactful results.

In addition to my work in broadcasting, I also provide professional voice-over services for commercials, advertisements, and documentaries. This versatility, combined with my experience as a radio host, Master of Ceremonies, and television news anchor, has enabled me to build a well-rounded career in communication and media. Each of these roles has sharpened my ability to adapt to different formats, audiences, and expectations, while consistently delivering quality results.

I believe I am a strong candidate for this role for several reasons. First, I already possess the relevant experience that closely matches the requirements of the position. Second, I bring the necessary skills, qualities, and attributes to quickly learn the role, adapt seamlessly, and perform with minimal supervision. Third, I have a proven track record of achievements in my previous positions, excelling both independently and as part of a team. Equally important, I approach change with optimism and flexibility. I understand that for any organization to succeed, it must continually evolve to meet the expectations of its clients and stakeholders, and I see change as an opportunity to grow and contribute further. I also take full responsibility for my ongoing professional development, ensuring that I remain at the forefront of industry practices and capable of delivering innovative solutions. Finally, I am confident that my contributions will generate a positive return on investment, not only through measurable results but also by bringing energy, dedication, and professionalism to every task. Should I be granted the opportunity to join your organization, I will dedicate myself to contributing with integrity, creativity, and discipline—ensuring measurable value and long-term impact. I would welcome the chance to discuss how my skills and experiences can serve your company's objectives, and I remain available at your convenience for an interview. Thank you very much for considering my application. I look forward to the possibility of contributing to your team's continued success.

Sincerely,

Zewotir Desalegn

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T&H.A37 President

58832

ID. NO.

CEO-UU-501-82-06-2015

The Senate of Unity University, by virtue of the powers bested in it by the Ministry of Coucation has hereby granted the Degree of

Bachelor of Science

Computer Science (With V.G.Dist.)

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with all honors, privileges and obligations

ZEWOTIR DESALEGN ALEMU

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authorized its issuance duly signed and sealed. pertaining thereto and in witness thereof has

Nineteenth Assued in Addis Ababa on this

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Two Thousand and Nineteen

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VERIFICATION NO.

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President of the University PRINCLED TENSH

The Senate of Addis Ababa University by virtue of the powers vested in it by the Council of Ministers Regulation No. 537/2023 hereby grants to:

Zewotir Desalegn Alemu THE DEGREE OF

Master of Arts

in Journalism and Communication (Public Relations)

with all honours, privileges and obligations pertaining thereto and in witness thereof has authorized the issuance of this diploma duly signed and sealed. Issued in Addis Ababa on this Twenty-Sixth day of the month of June in the year Two Thousand Twenty-Five.

University Registrar PRLÄCNŁ GENTGC

S/ Nº



ፓኮኔት ሚዲያ ኃላ/የተ/የግ/ጣህበር PACONET MEDIA P.L.C

Φ3/Date: 07/07/2021

ФТС Ref: - др /29025/2021

To whom it may concern

105.3 Afro Fm is the first privately owned English radio station in Ethiopia; it was established under its Parent company Paconet Media plc in 2008 with the coverage capacity of 105km radius in Addis Ababa and its surroundings broad casting daily for an elapse time of 18 hours. We reach our global audience in Africa, Europe, America, and Asia via our online streaming of which we were the pioneering Ethiopian radio station to introduce this service. We are glad to inform you that Mr. Zewotir Desalegn was working with Paconet media PLC as a presenter starting from September 07, /2014 up to October 10,/2015 with a monthly payment of birr 3,500.00(Three thousand five hundred) and since August, 01/2015 up to July 9/2021 as a senior presenter with a monthly salary 10,073 (Ten thousand seventy three birr)on contract basis airs a radio show entitled "Hypnotized show" from Monday to Friday from 10:am to 1: 00pm. Paconet Media PLC has been deducting all the required tax from Mr. Zewotir's monthly salary (income) channeled it to pertinent government office.

With the experience of more than 6 years, we confidently recommend Mr.Zewotir as a dedicated knowledgeable and all-rounded great person, a beneficial addition to your organization: equipped with apt professionalism, skills, dedication, commitment and good spirit of collaboration. I wish him all the best in his future career. I would like to make a note that the employee left our company based on his will and interest.

Regards

251-11-155-33-77/55-22-88/55-22-00

≤6690 Addis Ababa, Ethiopia

E-mail: info@afro105fm.com

Website: http://www.afro105fm.com

Embassy of Israel የሕስራኤል ኤምባሲ



שגרירות ישראל אדיס אבבה

May 2020 Addis Ababa, Ethiopia

To whom it may concern

On Behalf of the Embassy of the State of Israel to Ethiopia, I am pleased to express my full recommendation and reference for Mr. Zewotir Desalegn, based on a year and a half long acquaintance with him.

The Embassy of the State of Israel in Ethiopia collaborated with Mr. Zewotir in several occasions, in which he provided his services as Master of Ceremony in official events, interviewer, radio host and more. I was deeply impressed by Mr. Zewotir's professionalism, skills, dedication, commitment and good spirit of collaboration.

Therefore, I have no hesitation to recommend Mr. Zewotir for his good and professional services.

Mr. Or Daniely

Deputy Ambassador Embassy of the State of Israel to Ethiopia

Tel: 00251-11-646 09 99

Fax: 00251-11-646 19 61

Public-Relations@addisababa.mfa.gov.il

13th March 2020 RAAA|HR/NE|1996

Mr.Zewotir Desalgn

Addis Ababa

To whom it may concern

This is to certify that Mr. Zewotir Desalgn is working at Ramada by Wyndham Addis, Addis Ababa from June 2018 until December 2019 as event (Quiz night host).

We would like to confirm that we have positive comment from the Marketing Department and encouraging feedback about that he executed his given tasks in an exceptional and very professional manner and that he is committed event leader.

This information is being issued upon his request for whatever references purposed it may serve him best. It has been issued to him with no responsibility for Ramada by Wyndham Addis, Addis Ababa or its affiliations.

Should you have any queries or require any further information, please do not hesitate to contact the human resources department.

Regards

Adanu Taffese

Director of Human Resource



Bole Sub City, Block #14, Woreda #03, Africa Avenue Addis Ababa, Federal Democratic Republic of Ethiopia \$\displaystyle\dagger* +251.116.392.789 \alpha hello@ramadaaddis.com ramadaaddis.com





Breakthrough Trading S.C.

Add: Bole Medhanyalem Opposite Sheger Bld. Helzer Tower 3rd Floor P.O.Box 110168, AA, Ethiopia Tel: 0978-00-46-00/0930-02-03-95 Embassy of the Federative Republic of Brazil

Date:- 22/06/2013

Ref No. :- BTSC/379/2020

To Whom It May Concern

It's our absolute pleasure to recommend Mr. Zewetir Desalegn for being an impressive host on our launching event at elile hotel on February 21/2021.

We thoroughly enjoyed our time working with Mr. Zewtir Desalegn He is dependable and incredibly hardworking. His performance on the stage and his expertise as senior radio presenter was a huge advantage to our event.

Without a dobt, we confidently recommend Mr. Zewetir Desalegn to join your team .As a dedicated and knowledgeable person and an all-around great person, I know that he will be a beneficial addition to your organization.







Addis Ababa, March 03, 2021

Letter Nr. 29/2021

To Whom It May Concern

Subject: Recommendation Letter

Dear Sir/Madam

Following the conclusion of the (20+1) one-hour long broadcast sessions of Brazilian music at noon, on Tuesdays, on radio station 105.3 Afro FM, I am pleased to recommend Mr. Zewotir Desalegn Alemu, one of the radio station's host for doing an outstanding job in promoting Brazilian Music and Art.

During these sessions, Mr. Zewotir has worked efficiently with the Embassy of Brazil and has proven to be extremely professional with great expertise in his domain. He is a great host of the sessions and delivered more than what we expected.

Thus, I highly recommend Mr. Zewotir's professional approach, as it has always been a pleasure to work with him.

Regards,

Luiz Eduardo de A. V. Pedroso

Ambassador

Embassy of the Federative Republic of Brazil



Tel: 8211 |+251 114 163 450/8 880 654

Fax: +251 114 665 755 rainbowfoam@gmail.com P.O.Box: 2820 A.A, Ethiopia www.kestedamena.com

Date 2+1 + 12014 Ref No K D | Em | 290

To Whom it May Concern:

It is my pleasure to recommend Mr. Zewotir Desalegn for whatever position he applies for in his future endeavors. I came to know Zewotir, or Zik as I and many of his friends call him, when he auditioned for a commercial part; which we were casting for at KesteDamena. Of course, his charm and wits and talent made sure he got the role. It wasn't long after that project I decided to hire Zik full time at KesteDamena. Zik distinguished himself by being exceptionally well mannered, positive, and truly diligent in whatever task he was given or undertook on his own initiative. I would rank him in the top 5% of employees that I have hired in the past 10 years here at KesteDamena. During his time at KesteDamena, he played a major role in many departments including but not limited to being our exclusive brand ambassador, our in house trainer, our event coordinator, the MC, the entertainer and an overall great work colleague.

Overall, Mr. Zewotir is highly intelligent and has amazing analytical, written and oral skills. Themany projects he did for us on our social media pages and other divisions were truly exceptional. What stands out to me particularly is the interesting way he engages his peers and his trainees, as he shows both sensitivity and detachment when training the next batch of excellent KesteDamena sales teams. I would even go as far as saying his overall intelligence is reflected by the grades of those he trains.

Zik has excellent communication skills. His written work is both clear and concise, as well as interesting to read. During his training, he demonstrates oral articulateness in his discussions and keeps everyone engaged. He always explained his views very concisely and gave supporting arguments that were both clear and persuasive and hence, Zik always demonstrated good teamwork skills with all his co-workers.

At a personal level, Zik is a well-disciplined, industrious worker with a pleasant personality. He went well beyond what was required in quantity and quality, putting in a lot of extra research and effort to whatever he was doing. Throughout his time here at KesteDamena, Zik demonstrated great perseverance and initiative. Not only was he interested in and motivated to learn new things at the company, but he also put a great deal of work into assimilating it to his own experience and developing his own ideas about theproject he was handling.



Zik is unquestionably an exceptional candidate for whatever role comes his way next.

I would therefore highly recommend my good friend and past colleague Mr.

ZewotirDesaleegn. If his performance at KesteDamenais a good indication of how he would perform anywhere else, then I can confidently say he would be an extremely positive asset to your company.

If I can be of any further assistance, or provide you with any further information, please do not hesitate to contact me.

Yours sincerely,

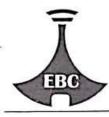
Yehdego "Bobby" Abeselom

KesteDamena C.E.O

+251-911-51-24-05

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(a) +251-11-517-2500/02
1020/5544
+251-11-515-8993
www@ebc.et

Ref.No**O 8 MAR** 2027 Date

Letter of recommendation

To whom it may concern

I definitely recommend Mr. Zewotir Desalegn as a dedicated, devoted, hard-working, and all-rounded great person as per our working stay with him. He would definitely be a beneficial addition to your organization equipped with apt professionalism, skills, dedication, commitment and good spirit of collaboration. He is a seasoned radio host and has been an amazing TV news anchor, executing his delivery of tasks with shear excellence throughout the years.

Mr. Zewotir is a well-disciplined, humble, outstanding and industrious candidate with a sublime personality, who goes well beyond what was required in quantity and quality at freelance level. Throughout his time here at the Ethiopian Broadcasting Corporation under the Foreign Languages division of 104.7 FM EBC RADIO and the English TV news department, he demonstrated great perseverance, resilience, and initiative. Not only was he interested in and motivated to learn new things at the corporation, but he also put a great deal of work into assimilating it to his own experience and developing towards his growing career.

Mr. Zewotir is indubitably an exceptional candidate for whatever role comes his way next. I would therefore highly recommend him. If his performance at the Ethiopian Broadcasting Corporation is a good indication of how he would perform anywhere else, then I can confidently say he would be an extremely positive asset to your organization.

If I can be of any further assistance or provide you with any further information regarding Mr. Zewotir, please do not hesitate to contact me. I wish him all the best in his career. I would like to make a note that the employee left our corporation based on his will and interest.

Yours sincerely,

AAST

Grachen De

Broadcasting Core

(+251 944260221)



12 April 2024

Dear Mr. Zewotir Desalegn, Mr. Mathiwos Legesse, Director of the EBS and EBS crew,

I hope this letter finds you well. I want to take a moment to express my sincere appreciation for the interview opportunity with your esteemed TV show. The interview provided a remarkable platform to show the rich cultural heritage, history of my country and that of the Armenian community in Ethiopia, as well as the strong bonds between Armenia and Ethiopia. It was a wonderful opportunity to highlight the cultural traditions, historical background and the enduring connection between Armenia and Ethiopia.

I would like to commend EBS tv station for its commitment to promoting cultural understanding and for enabling us to showcase the contribution made to the Ethiopian society. You not only promoted cultural diversity, but also dived into a deeper understanding and appreciation of the Armenian history and culture among viewers. It serves as a valuable education resource highlighting our shared values and common vision for the future.

Once again, we extend our sincere appreciation to EBS TV station and the crew for organizing and conducting such an insightful interview. We look forward to future collaboration and opportunities to promote the cultural, historical, and bilateral ties between Armenia and Ethiopia.

Thank you for your time, effort and commitment.

Sincerely,

Sahak Sargsyan

Ambassador



Ambasáid na hÉireann **Embassy of Ireland** Addis Ababa

17 April 2024

EBS TV Addis Ababa, Ethiopia

Dear Sir/Madam

I am writing with sincere appreciation to your team for producing a programme for the Embassy of Ireland to share the history, culture and the relationship between the government of Ireland and Ethiopia on the entertainment section of 'Eudin be EBS - Ferenju Gorebete' program which was aired on Sunday 14 April 2024.

It was a very successful and informative programme, which received very positive feedback. The interview was very well prepared and hosted by Zewotir Desalegn.

The Embassy of Ireland appreciates our partnership with EBS TV and we look forward to more engagements in the future.

Warmest regards

Nicola Brennan

Nicola Brennan

Embassy of Ireland

Addis Ababa



Date: 05 August 2024

To: EBS TV

I am writing this letter to express my sincere appreciation to EBS TV for the great interview that I made on a segment called "Ferenj Gorebete" which was aired on the 4th of August 2024.

As I believe this interview create a great opportunity to strengthen the cultural ties of both countries by showcasing the cultural integration between Chile and Ethiopia. As part of effort to enhance cultural cooperation, I am working on cultural exchanges to promote the marvelous landscape, unique whether, extraordinary nature and the millinery culture of Ethiopia to Chilean society and Chile's vibrant history, natural landscape and its astonishing culture through music, art, literature and poetry to Ethiopian people.

I wish to give credit to the work Mr. Zewotir Desalegn, the host of this interview and his team did, I am much grateful to the generous efforts which expresses well the diplomatic and cultural relationships of the two countries to reach to the Ethiopian audience.

Rodrigo Guzmán Barros Ambassador of Chile in Ethiopia



Embassy of the United States of America Addis Ababa, Ethiopia

September 4, 2024

Dear Amman Fissehazion,

I wanted to extend my gratitude to you and the entire Ethiopian Broadcasting Service (EBS) team for the wonderful experience on the recent episode of "Ferenju Gorebete." The adventure, and it truly was one, not only provided a meaningful platform to discuss the U.S.-Ethiopia bilateral relationship but also offered a memorable journey through the rich culture and vibrant daily life of Ethiopia.

I enjoyed cooking and beekeeping in the garden with your team, and the segment at Min Alesh Tera in Merkato, where we experienced the lively market scene, truly highlighted the essence of Ethiopian culture. Sharing coffee and reflecting on my time here was a perfect way to wrap up the day.

The episode was a great blend of personal insight and cultural exchange, giving viewers a chance to get to know me not just as a diplomat but as someone deeply appreciative of Ethiopia's heritage. The professional and warm approach taken by Zewotir Dessalegn, Mathiwos Legesse, Abiy Gebrehiwot, Masresha Ergete, Amanuel Teklu, Million Beyene, Natnael Mehari and Thomas Demeke made the entire process enjoyable and impactful.

Thank you once again for your dedication and creativity. I look forward to future collaboration.

Warm regards,

Ervin J. Massinga

Ambassador of the United

States to Ethiopia



American College of Technology



Ref. No: AACT/D/011/2024

Date: 25/10/2024

Subject: Letter of Appreciation for Exceptional MC Services

Dear Mr. Zeweter Desalegn,

I am writing to express our sincere gratitude for your outstanding performance as the **Master of Ceremonies** at our recent college graduation ceremony. Your exceptional skills and dedication contributed significantly to the success of the event.

Your ability to seamlessly transition between English and Amharic, while maintaining a high level of professionalism and enthusiasm, was truly impressive. Your artistic flair and engaging personality captivated the audience and created a memorable experience for all.

We were particularly impressed with your adherence to the schedule and your ability to smoothly guide the program through its various segments. Your skillful handling of unforeseen circumstances and your quick thinking ensured the event ran smoothly.

On behalf of American College of Technology, I would like to extend our heartfelt thanks for your invaluable contribution. We look forward to the possibility of working with you again in the future.

Sincerely,

Artis Ahdor (Arterna)
Siuna Akmel (Asst. Prof.)

College Dean- ACT American College of Technology

Phone: 251-963-001-942

251-118-124-488/251-955-040-404

sitina@act.edu.et

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