

Dexter Ohaeri

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Program Design & Management | Strategic Communications | Stakeholder Engagement
Entrepreneurship Development | Curriculum Design | Fundraising & Partnerships
Social Impact & Advocacy | Event Planning | Digital Strategy | Team Leadership

Entrepreneurship & Business Development Expert

Summary:

- Strategic communications and entrepreneurship program leader with over 10 years of experience designing, managing, and scaling growth-focused innovation initiatives. Proven success directing the Betty Nwoks Prize for Entrepreneurship, an annual program that trains and empowers over 60 entrepreneurs annually with business development skills, enterprise registration, and seed funding. The program's cross-disciplinary model fosters collaboration, measurable business growth, and community impact. Skilled in stakeholder engagement, curriculum and program design, and partnership management across higher education, nonprofit, and government sectors. Dedicated to advancing inclusive, data-driven programs that strengthen entrepreneurial ecosystems and sustain long-term growth.

Education:

- **Ball State University, Muncie, IN, USA:** Masters Degree, Digital Communication and Media/Multimedia Dec 2023
Relevant Coursework: Design Thinking, Human Computer Interaction (HCI), Transmedia Storytelling
- **Federal University of Technology, Nigeria:** Bachelor of Engineering in Communication Engineering Technology Oct 2010
Relevant Coursework: Data Communication, Broadcast Technology, Technical research

Skills:

- **Creative Strategy:** Product Development & launch, Ideation, concept development, and cross-platform storytelling.
- **Strategic Communications:** Message development, brand identity, campaign planning, public engagement, and storytelling.
- **Visual Communication:** Storyboarding, visual design, video editing, transmedia production, and digital media management.
- **Tools:** Adobe Creative Suite, MS Office Suite, Google Workspace, Social Media Management, CMS, CompTIA Project+ tools

Project Highlights

The Drive Foundation – Betty Nwoks Prize for Entrepreneurship in Nigeria (Remote)

Program Director | June 2020 – Present

- Develop and implement curricula focused on media design, content creation, strategic branding, and web product development for digital entrepreneurs.
- Oversee the Betty Nwoks Prize for Entrepreneurship, empowering 60+ entrepreneurs annually through training, business development, and access to funding.
- Lead the Foundation's entrepreneurship and skill development initiatives, managing program design, brand strategy, and digital outreach.
- Drive fundraising and partnership efforts, strengthening engagement with sponsors, mentors, and stakeholders.
- Direct visual branding and communications strategy, ensuring consistent, mission-aligned representation across all digital platforms and events.
- Supervise program staff and mentors, fostering innovation, collaboration, and alignment with the Foundation's vision of economic empowerment.

Work Experience

Executive Director | Drive Foundation for Leadership Advancement & Empowerment

January 2015

- Provide strategic leadership and oversight of a nonprofit focused on empowering youth through entrepreneurship, technology education, and creative skills training.
- Develop and implement strategic plans, budgets, and operations to drive sustainable growth. Lead fundraising efforts, including proposal writing, event organization, and partnership building to secure support.
- Design and implement the Foundation's Entrepreneurship Training Program, including curriculum development, instructional planning, and learning outcome assessments.
- Oversee end-to-end program coordination: recruitment, enrollment, follow-up, grading, tutor management, and reporting.
- Teach core courses in Media Design & Content Creation and Software Development/IT, including instruction in Adobe Creative Suite, Figma, HTML, and CSS
- Lead digital branding efforts, creating visual content (graphics, videos) and managing social media platforms for outreach and engagement.
- Mobilize community resources and build strategic alliances with stakeholders to expand reach and scale programs.
- Mentor aspiring entrepreneurs and creatives, supporting their development and career readiness.

Communication Consultant | National Productivity Center, Abuja, Nigeria

April 2017 - March 2020

- Provided strategic communication support to the Director of Finance, Committee Chairman for the Planning and Hosting of National Productivity Day.
- Coordinated communications to ensure seamless collaboration among committee members and stakeholders.
- Developed and managed digital communication materials and media content for event promotion.
- Facilitated timely dissemination of key information to government agencies, sponsors, and partners
- Supported post-event reporting by compiling data, analyzing outcomes, and performance reports for senior management.

Associate Producer and Editor | Channels Television Inc., Abuja Nigeria

February 2013 – March 2020

- Edited various materials for use in news reports, documentaries, news programs, & advertisements as my primary responsibility.
- Served as editor for "Dateline Abuja," a 30-minute news & current affairs program aired every weekend, for duration of 7 years.
- Redesigned the production and post-production system by strategically conceptualizing and implementing a cutting-edge virtual production framework, resulting in the development of a significantly more flexible and efficient production suite.
- Managed the media library of the station to ensure easy access and organization of media assets.
- Conceived, designed, and led the development and successful launch of the innovative **Channels Virtual Reality Interface (Channel VRI)** during the 2019 Nigeria presidential election. As my inaugural major project as a Product Designer, I drove the full cycle of ideation, product design, and project coordination, demonstrating strategic planning, innovative thinking, and exceptional management skills. This groundbreaking work played a pivotal role in the station winning the **2019 Best TV Station of the Year** award.

Communication and Media Manager | Grace For All Foundation, Owerri, Nigeria

June 2008 - March 2010

- Developed and implemented the strategic communication plan for the foundation.
- Coordinated communications to ensure smooth collaboration among executives, members, and stakeholders.
- Created and managed digital communication materials and media content to promote events and initiatives.
- Led communication efforts for the Widows Outreach Program and the School for the Deaf and Dumb program, increasing awareness and support.
- Served as Media Liaison Officer to media outlets, particularly Imo State Broadcasting Corporation TV, coordinating media relations and coverage.
- Designed programs and led content production to enhance engagement and outreach effectiveness.

Adjunct Faculty | Ivy Tech College of Indiana, Muncie, IN,

January 2024 - present

- Instruct and mentor students in the entire value chain of Software & Digital Product Development.
- Deliver lessons on Python, HTML/CSS/JS for fresh IT students as fundamental tools in software development.
- Deliver lessons on “Student Success” and IT oriented Project Management Course.
- Develop quizzes, assignments, exercises, and projects to assess student understanding and progress effectively.
- Evaluate and grade student work, providing constructive feedback to facilitate learning and improvement.
- Offer mentorship and guidance to students, fostering their professional and academic growth in software development.

Video Content Producer| Garfield Bowen & Associates, LLC, FL (Remote)

June 2024 - December 2024

- As a Video Editor and Content Producer at Garfield Bowen & Associates, I crafted compelling video content for advertising campaigns, YouTube channels, and TV-style programs. I am well-versed in the entire production value chain, from conceptualization to post-production, ensuring the delivery of high-quality, engaging content across multiple platforms.
- Edit and produce engaging video content for advertising campaigns, YouTube, TV programs, and social media.
- Develop and customize video templates for online platforms, optimizing content for maximum engagement and brand representation.

Professional Achievement

- Channels Television Inc. in Nigeria received the prestigious "Best TV Station of the Year" award (in 2019), a recognition attributed significantly to the groundbreaking [Channels Virtual Reality Interface \(ChannelsVRI\)](#). This innovative platform played a pivotal role in elevating the network's overall appeal and contributing to its remarkable success in the 2019 election coverage.
- Watch [testimonials](#) from the 2025 candidates of the Betty Nwoks Prize for Entrepreneurship. (<https://youtu.be/UZCO9PUEVbI>)