

Yakubu Hamza

Strategic Communications & Public Engagement Professional

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EXECUTIVE PROFILE

8+ years of experience spanning executive communications, electoral documentation, stakeholder engagement and international positioning. Worked with the Office of the Vice President of Nigeria, electoral organisations and private-sector institutions to develop narratives, communications strategies and public-facing initiatives. Experienced in translating government, institutional priorities and community impact into compelling and strategic communications that engage the public-sector stakeholders, development partners, investors and broader public audiences.

SELECTED PUBLIC & POLITICAL ENGAGEMENT

- Contributed to executive branding and communications within the Office of the Vice President of Nigeria, supporting public-facing communication and policy messaging.
- Led visual documentation and voter-sentiment analysis for *ElectHER* across Edo, Ondo, Anambra and Ekiti during electoral engagements.
- Developed strategic narratives for *Sunbeth*, connecting community development initiatives with international development and institutional stakeholders.

CORE AREAS OF EXPERTISE

Public Affairs & Govt. Relations: Constituency, Stakeholder, Public & Community Engagement, Institutional Relations

Executive Comms & Strategic Positioning: Policy Messaging, Reputation Management, International Positioning

Strategy & Programme Leadership: Strategic Planning, Partnership Development, Execution Management

PUBLIC SECTOR, POLITICAL & EXECUTIVE EXPERIENCE

Programs, Planning & Strategy Director

Oct 2022 – Present.

Confluence Impact Summit, *Kogi*

- Mobilised public and private stakeholders around development priorities by organising the inaugural Confluence Impact Summit in 2023, earning commendation from government and non-government stakeholders.
- Advanced investment and development conversations in Kogi by engaging stakeholders on renewable energy and socio-economic policy priorities.
- Led a 9-member team with defined responsibilities, timelines and accountability to deliver programme objectives.
- Established grassroots feedback mechanisms by deploying representatives across Kogi wards to capture and relay community perspectives.
- Secured 4 sponsorships for the 2025 summit through targeted partnership development and stakeholder relationship-building.

Special Assistant, Digital Communications & Special Duties

Nov 2019 – June 2023.

Office of Hon. (Engr.) Joseph Asuku, *Member, House of Representatives, Adavi/Okehi Constituency*

- Informed constituency interventions with grassroots insights by conducting surveys across 2 LGAs and translating community feedback into actionable priorities.
- Maintained continuity of office operations during a 7-month period as Acting SLA, coordinating aides and ensuring timely integration of constituent and stakeholder feedback.
- Expanded the representative's digital visibility and public engagement through organic, content-driven strategies across Twitter, Facebook and Instagram.
- Advanced constituency project implementation by mapping projects to relevant ministries and agencies and coordinating follow-ups with government stakeholders.

Executive Assistant, Lokoja**July 2019 – Aug 2020.**

Hon. Suleiman Kokori Abdul, Federal Commissioner, RMAFC – The Presidency

- Facilitated executive decision-making and office operations through schedule management, meeting coordination, travel logistics and official correspondence.
- Enhanced the quality of executive engagements by conducting targeted research and preparing briefs, speeches and meeting insights.
- Established systematic access to official information by organising and maintaining documents, reports and records.

POLITICAL, ELECTORAL & EXECUTIVE COMMUNICATION

Branding & Communications Team Member**Oct 2022 – Present.**

Office of the Vice President of Nigeria

- Shaped executive communications and public positioning by generating and presenting strategic ideas to the media and communications team.
- Advanced executive visibility and public engagement through communications initiatives aligned with executive priorities and policy messaging.
- Provided strategic creative input into major executive communications, including the Vice President's campaign video, working within the broader team responsible for its development and delivery.
- Earned a 4.5/5 quarterly 360-degree performance rating for reliability, collaboration and proactiveness.

Creative Director, Elections Visual Documentation Team**Oct 2022 – Present.**

ElectHER

- Generated insight into voter behaviour and electoral participation through voter sentiment documentation across Edo, Ondo, Anambra and Ekiti before and during election day.
- Directed multimedia documentation across multiple elections, overseeing interviews, documentary footage and photo essays focused on first-time voters, women voters and women candidates.
- Shaped public narratives around electoral participation by translating on-ground voter experiences and observations into accessible visual stories.

STRATEGIC COMMUNICATIONS & STAKEHOLDER ENGAGEMENT

Strategic Storytelling Consultant**Oct 2022 – Present.**

Sunbeth Global Concepts, Ondo

- Elevated the company's positioning with international development and cocoa-sector stakeholders by developing a strategic storytelling framework around community impact, education and child-labour eradication.
- Translated community development initiatives into an international-facing narrative through research, storyboarding and scripting for documentary content intended for engagement with USAID, Mondelez, Cargill, Fairtrade, IDH, Chocoa and the World Cocoa Conference.
- Elevated leadership visibility in stakeholder and investor engagements through strategic storytelling assets for presentations, speaking engagements and industry conversations.
- Led a 10-person production team comprising 6 team members and 4 company representatives across research, photography, videography and production.

Global Brand Positioning Consultant**Oct 2022 – Present.**

EcoTutu

- Positioned the organisation for international investor and development engagement by translating its work addressing post-harvest losses into investment and impact narratives.

- Developed evidence-led positioning materials, including photo essays and advertising assets, to communicate community impact and investment potential.
- Advanced international engagement opportunities through strategic materials tailored to foreign investors, conferences and agricultural cold-chain stakeholders.
- Facilitated executive visibility on international platforms focused on agricultural innovation and cold-chain development.

OTHER EXPERIENCES

Project Manager , DPH Company Limited	June 2018 – July 2019.
Assistant Project Manager , Lagos All Sail	May 2018 – Dec 2018.
Direct Sales Executive , Access Bank Plc, Abuja	Nov 2017 – Apr 2018.

VOLUNTEER EXPERIENCES

Creative Director , Ours Media Creativity Insight
Founder , Youth Next Hub
Volunteers Manager , TEDxOkene
Brokerage Partner , The BFG Place
Content Creator , Bukola Saraki Campaign Media Team
Project Manager , Paris Toraj Int. Ltd
Influencers Communications Manager , National Social Investment Program (NSIP)

EDUCATION

Masters in Leadership and Strategic Studies , Federal University Lokoja	In-View.
Masters in Public Administration , MIVA University	In-View.
Masters in Business Administration , National Open University, <i>Abuja</i>	2025.
Bachelor of Science in Statistics, University of Abuja, <i>FCT</i>	2015.

TRAINING/WORKSHOPS

Foundation of Project Management , Google	2023.
Leading Teams , Mindcluster Platform	2023.
Corporate Governance , Mindcluster Platform	2023.
Pan-African Social Media Summit	2021.
Business Development & Sustainability , Daniel Folley SME Clinic	2021.
Enterprise, Innovation, Development Summit , The Real Platform	2019.
SCRUM Fundamental Project Management , STRAT PM	2018.
Project Management Professional , Federal University of Technology Akure	2017.
Customer Service Professional , Chartered Institute of Customer Relationship Management	2017.
The Capacity Building Program , Bank of Industry Graduate Entrepreneurship Fund Scheme	2016.

MEMBERSHIPS

Fellow , Chartered Institute of Information and Strategy Management	2025.
Fellow , Chartered Institute of Customer Relationship Management	2018.

LEADERSHIP EXPERIENCE

Ambassador , RemodAfrika	2018 – Date.
Chief Electoral Officer , National Youth Service Corps, Ekiti	2016 – 2017.
President , National Association of Kogi State Students, University of Abuja Chapter	2014 – 2015.

Speaker, House of Representatives, Northern Nigeria Students Forum, University of Abuja Chapter	2014 – 2015.
Vice President, National Association of Ebira Students, National Secretariat	2014 – 2015.

AWARDS

Incomparable Chief Electoral Officer, National Youth Service Corps, <i>Ekiti</i>	2017.
NAES Icon of the Year, National Association of Ebira Students	2017.
Best Performing State President, GAMJI, University of Abuja Chapter	2015.