

| CURRICULUM VITAE          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                      |                                                            |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|------------------------------------------------------------|
| Name                      | SAFIYA MOHAMMED ADAMU                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Areas of Proficiency | DEVELOPMENT COMMUNICATION STRATEGIST AND GENDER SPECIALIST |
| Date of birth             | June 1 <sup>st</sup> 1966.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                      |                                                            |
| Qualifications            | a) M.A. Community Development Policy and Practice, Carsey School of Policy University of New Hampshire, United States, 2015.<br>b) MBA, Ahmadu Bello University, Nigeria, 1991.<br>c) BSc, Political Science, Ahmadu Bello University, Nigeria, 1985                                                                                                                                                                                                                                                                                                                                                   |                      |                                                            |
| Additional qualifications | a) Certificate in Sustainable Microenterprise and Development (Microfinance) Durham, New Hampshire 2013.<br>b) Certificate in Sustainable Microenterprise and Development (Women Savings Group development), Accra, Ghana 2011.<br>c) Certificate in Advanced Management Trainers' Development (Advanced MANDEV), Zaria, 2012.<br>d) Certificate in Management Trainers' Development (Basic MANDEV), 2011.<br>e) Certificate in Knowledge Management, East London, South Africa 2011.<br>f) Certificate in Knowledge Management, Durban, South Africa 2013.<br>g) Certified Management Trainer (2013). |                      |                                                            |
| Country Experience        | Nigeria/USA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                      |                                                            |
| Technical Skills          | Media and Communication Strategy, Gender Research and Advisory, Programme Delivery and Management, Stakeholder Engagement, Projects and events management.                                                                                                                                                                                                                                                                                                                                                                                                                                             |                      |                                                            |
| Address                   | 35 Kumasi Crescent, off Aminu Kano Crescent Wuse 2 Abuja, Nigeria.<br>+2348036941924, +2348091212845. Email: yandokye@gmail.com                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                      |                                                            |

#### DEVELOPMENT PROFESSIONAL/RESEARCH EXPERT

- a) Possessing diverse background encompassing leadership, project initiation, design, development, implementation and management.
- b) Excellent strategic organisational leader possessing superior empathy, interpersonal and communication skills with ability to identify needs and foster growth. With strong expertise in strategic communication.

#### AREAS OF PROFICIENCY: Media Strategic Communication

- a) Media and Communication Consultant to the Chief of Air Staff, Nigeria Air Force, February 2016 – August 2017;
- b) I supervised the survey and collection of data of Internally Displaced Persons (IDPs) that was used by the Air Force for planning and executing humanitarian services support as well as maintaining records and documentation on its humanitarian activities and outreach programs in the entire North East of Nigeria and Bakassi.
- c) Consultant on Environmental Study carried out on North East by Dr. Maimuna Saleh Bala, PhD Landscape Architecture; involved collection of data to determine the socio-cultural landscape of conflict regions how this impact the livelihoods of the victims and people generally. I provided the political and social impacts interpretations to the interviews and discussions. This was funded by the PTDF (June-September 2017).
- d) Worked with Alltime Media for a UNICEF research and documentary project on children of IDPs in Yola, and Damaturu (April to June 2017).
- e) Media Consultant for the Media Stream of FOSTER (DFID Oil Facility Program 2014 to 2015);
- f) Supported various researches and publications on the Nigeria oil and gas sector particularly on the issues of Petroleum Industry Bill and oil subsidy. I also Organised and facilitated a number of media roundtables and publicities on oil subsidy and the Petroleum Industry Bill (PIB).

- g) Conducted research on the effectiveness of microcredit on women enterprises while communicating with them on how best to optimise available credit resources through a six-month cycle of credit. Established and provided a platform for communication between the women group and the fund managers to enhance their work relationship.
- h) Panellist, the African Media Barometer, Nigeria 2015: The African Media Barometer (AMB) is an in-depth and comprehensive description and measurement system for national media environments on the African continent. It is a press survey and media index. It is a self-assessment exercise based on home-grown criteria derived from African Protocols and Declarations of principles on Freedom of Expression in Africa (2000) by the African Commission for Human and Peoples' Rights. It is a Friedrich Ebert Stiftung project.
- i) Chairman Editorial Board of Leadership Newspapers 2012 - 2016; coordinated and collated research on national policy issues and trending issues in the polity. The board suggests, debates and takes position on behalf of the paper. The board is the intellectual hub of the paper and the Chair articulates and expresses the paper's position on issues.

## **PROJECT MANAGEMENT**

- a) Organised, facilitated, and managed the first National Summit on Hides and Skins held in Abuja May 2018;
- b) Media and Strategic Communication Consultant for Katsina State Economic and Investment Summit, 2016. Member of the central organising committee on summit and President's visit. Coordinated the media stream of the summit including publicity, fund raising, collaboration and sponsorship activities.
- c) Organised Opportunity fairs for MSMEs in collaboration with the Small and Medium Enterprise Development Agency (SMEDAN), 2013(North Central Zone), and 2014(North West zone) that included exhibitions, plenary sessions and workshops on business development plans for participants, identified viable SMEs and recommended them for interventions including promotional efforts and linkages with funding windows.
- d) Team leader for NHIS – Maternal and Child Care research (2010-2011); Gombe and Bauchi zone.
- e) Developed and wrote proposals for Kebbi State Government (2008 and 2009) for the MDG - Conditional Grants. My team raised the MDG funds to Kebbi from four hundred million (N400, 000,000.00) Naira only to nine hundred and fifty million (N950, 000,000.00). I introduced the idea of community engagement to ascertain community needs for MDG interventions in Kebbi State. In the process we provided the State Government with quality data for economic planning.
- f) Organised, coordinated awareness workshops to educate and sensitize women on politics civic responsibilities, and rights in 2002 and 2005 in Zamfara and Kaduna States in the northwest region of Nigeria. This raised the level and number of women participations in Zamfara state to a significant level. The process also enabled the creation of female Education Board that raised the enrolment and education of the girl-child in Zamfara state. Special girls' Schools were established and this effort won the then first Lady, Dr Karima Yushau Anka (Mrs Ahmad Yarima) an award from UNICEF.
- g) Organised and conducted workshops to educate and provide technical assistance to empower women in organisation of cooperatives and business development in Zamfara State, 2003, northwest Nigeria.
- h) Successfully mobilized women eligible voters to participate effectively in general elections in Zamfara States, 2002-2007.
- i) Consultant for PERL-ARC – DFID 2017 – 2018; Scoping assignment on Women in Governance Processes.
- j) Consultant for ENABLE – DFID 2016 on community radio development and facilitation.

## **DEVELOPMENT AND RESEARCH**

- a) Researched and published in peer- reviewed journal; Poverty alleviation programs and their effects on micro enterprise.
- b) Taught Business Communication to students of Business Administration.
- c) Introduced and developed the course outline for Government, Business, and Society. A course designed to introduce students of Business Administration to government policies, regulatory bodies and mechanisms that impact on business and political economy of society and business and analyse such within the existing context.
- d) Supervised projects of graduating students.

## **MENTORSHIP & DEVELOPMENT**

- a) Assistant Dean of students Affairs in charge of Kongo campus of Ahmadu Bello University responsible for about 8000 students and together with a team of counsellors mentored, provided direction and managed conflicts among the students and between the students and school management.
- b) Instructed, taught and supervised final year students' projects.
- c) Led and coordinated students to organise and re-establish students' government council and oversaw the development of Student Union Government constitution.

## **MANAGEMENT EXPERIENCE**

- a) Senior Manager (Investment Management) – National Electric Power Authority (NEPA – Defunct).
- b) Manager (Administration and Personnel-Medical services) Defunct NEPA.
- c) Assistant Manager (Supplies) – Defunct NEPA.

## **REFERENCES:**

- 1) **Wing Commander Musa Isah Salmanu (Rtd).** [misalmanu@yahoo.co.uk](mailto:misalmanu@yahoo.co.uk). Permanent Address: Plot 1410 NAF Valley Estate, Asokoro FCT – Abuja.  
Tel: +234 803606415.
- 2) **Charles, Alfred (Ph. D):** (+234) 070-6069-4033: [twonbrass@gmail.com](mailto:twonbrass@gmail.com). Flat 1, House 16B, Kontagora Estate, Gwagwalada, Abuja.