

Kalkidan Yishak

◆ Addis Ababa, Ethiopia | kalyishak@gmail.com | +251 911 56 11 63

1. Objectives

To build a reputable, trustworthy, and vibrant brand of projects and organizations through producing and implementing creative and practical communication strategy and creating partnerships and collaborations with internal staff of an organization and external clients, partners, and funding agencies.

2. Professional Profile

Kalkidan Yishak is all-rounded communication expert who equally values process of tasks that he engaged with and the result of the tasks that he manages and academically he is a distinction graduate who completed his BA and MBA programs with 3.6 cumulative average.

In his 15 years of professional journey, he integrated his academic competence with his journalism background, and storytelling, photography, cinematography, content editing with advanced software and other technical expertise to seal ideas, build brands and profile positive image of organizations.

Kalkidan effectively carried out crucial communication activities such as advising senior managements concerning image building and critical decisions, managing advocacies and campaigns, handling mega-events, mobilizing digital and print media materials, crafting compelling publications, producing documents in photo, audio, and video formats for internal and external use.

Beside national responsibilities, Kalkidan was deployed to document and share ongoing humanitarian interventions in East African countries such as South Sudan and produced and shared high-quality documentaries and stories to the international community.

Kalkidan has worked and traveled extensively throughout the country: building the staff's capacity and supporting local regional teams to conduct research, interact with communities, providing training for: USAID, ECHO, Irish Aid and other private and public funded projects and organizations.

3. Skills & Abilities

STRATEGY DEVELOPMENT

- Presence of communication strategy determine the clarity and consistency of messages to and from an organization. With his extensive work experience and exposure to local and international capacity building opportunities, Kalkidan is expert on producing practical communication strategy for projects and organizations. In communication strategies that he developed for a USAID funded youth project and for an international humanitarian organization, he enables the communication team and the entire staff to understand and create contents with a clarity of why, to whom, where and how often contents are created.

CONTENT PRODUCTION AND EVENTS

- Kalkidan is exceptionally skilled in producing and publishing contents for projects and organizations. In his professional journey he:
 - Produced over 100 youth project focused radio programs.
 - Over 25 humanitarian and development project documentary films.
 - Produced and published four project and organization related learning documents.
 - Documented over 500 GB photo files.
 - Produced television and radio spots for projects.
 - Organized grand events and served as master of ceremony on events broadcasted on live television.

PLATFORM DEVELOPMENT

- Internal and external platforms are impactful bridges to deliver timely information and updates. To organizations that Kalkidan work for, he:
 - Created share point based internal pages.
 - Closed social media groups.
 - Organizational social media handles.
 - Introduced safe 365 based platforms.
 - Created and manages webpages.

LEADERSHIP

- Beside advising the leadership to make informed decisions, Kalkidan has leadership experience holding different positions. He is/was
 - A member of Extended Senior Management Team at GOAL
 - Was a board Member of a local NGO called Eagle
 - Was Editor in chief of "Zigiju" radio show
 - Was General Manager of 21st Promotion

4. Professional Experience

#	Organization	Position	Responsibilities	Period
Media and Communication Sector experience: nine years and three months				
1	GOAL Global	Media and Communication Advisor	<ul style="list-style-type: none"> - Developed organizational communication strategy. - Advise the senior management focusing on public and media outreach. - Monitor and guide branding and visibility activities. - Develop and disseminate contents. - Build the capacity of the staff focusing on internal and external communications. - Coordinate and manage events, visits, workshops. - Manage the documentation process and communication related activity. 	From February 2021 to present day.
2	Save the Children	Youth Communication Specialist	<ul style="list-style-type: none"> - Develop project-based communication strategy that outline the detailed communication approach of a development project. - Advise project on details of publications, media and public outreach - Design project publications using Adobe Photoshop, Adobe lightroom, Adobe illustrator and Adobe InDesign 	From April 2016 to July, 2020

			soft wears.	
			<ul style="list-style-type: none"> - Established partnership with regional radio stations and broadcasted radio programs. - Produce and share short project video documentaries. - Organize events, filed visits, experience sharing events, - monitoring and follow up visit. 	
3	Ratson women, youth, and children development program	Communication Officer	<ul style="list-style-type: none"> - Create professional partnerships with Ethiopian broadcasting corporation and accesses weekly airtime. - Serve as Editor of the organization's radio program and host the weekly radio show. - Produce video documentaries focusing on project achievements in the organization for social media and donors' consumption. <p>Build the capacity of 50 plus young volunteer reporters.</p>	From March 2014 to April 2016
4	Fana Broadcasting Corporate	Senior Reporter	<ul style="list-style-type: none"> - produce a weekly radio program focusing on government financial institutions. - Contribute for the 90 munities news hours and - Host multiple programs in the station. 	From August 2013 to March 2014

Academic Sector Experience: four years and four months

5	Bethlehem High School	Principal	<ul style="list-style-type: none"> - Develop annual plan with academic and nonacademic staff. - Follow the proper implementation of the plan. - Manage new or unexpected developments. - Communicate parents, other schools, and government officials etc. 	From October 2008 to Jun 2013
---	-----------------------	-----------	--	-------------------------------

5. Academic Background

#	Program	Period	Department	Institution
1	BA	From November 2004 to July 2007	Language and Literature	Hawassa university
2	MBA	From October 2011 to July 2012	Non-Profit Corporate Management	International Institute of Church management

6. Role in Assessment and research

	Title assessments	Period	Roll	Remark
1	Social media usage assessment	August 2016	Coordinator	The finding used to develop online and offline application
2	Youth employment study	February 2017	Co- researcher	Finding of the study is used to identify. potential employment opportunities
3	POTENTIAL Project outcome survey	Jun 2017	Supervisor	The finding is used as input to learn. projects immediate

4	Midline assessment	March 2018	Coordinator	The assessment result is used to learn. progress of a project
5	TVETs rapid assessment	October 2019	Data collector	The assessment is used as input to implement a pilot project
6	POTENTIAL Project outcome survey	May 2019	Supervisor	The finding is used as input to learn. projects immediate

7. Exposure to local and international capacity building trainings

	Training title	Period	Roll	Remark
1	Child Protection training	July 2015	Trainee	Learned the ways of advocating for investment in children
2	MEAL training	December 2015	Trainee	Learned about organizing a reliable data system
3	Research and uptake	April 2017	Trainee	Learned about conducting practical research
4	Managing Youth Economic Development projects	Nove,2018	Trainee	Learned how to scientifically manage development projects
5	Positive Youth Development	October 2019	Trainee	Learned details of the positive Youth Development approach

8. Roll in capacity building activities

	Training title	Period	Roll	Remark
1	Mentoring raining for mentors	August 2016	Co-trainer	Built the capacity of 50 mentors
2	Work Readiness TOT	October 2016	Co-trainer	Built the capacity of 90 youth facilitators. and woreda officers
3	Facilitation Skill Training	May 2017	Co-trainer	Built the Capacity of 25 TVET. instructors
4	Positive Youth Development TOT	Jun 2017	Trainer	Built the capacity of 40 youth facilitators. and woreda officers

5	Basic Soft Skill Training	November 2017	Co-trainer	Built the capacity of 15 Sponsorship department staff of Save the Children in Ethiopia
6	Project development training for MWY staff	Jun 2019	Co-trainer	Built the capacity of 21 staff of ministry of women, youth and children office
7	Transferable Life Skill TOT	February & March 2020	Co-trainer	Built the capacity of 40 university

9. Publications

	Publication	Period	Category	Content Type
1	Stories of 12 Successful youth. V1	January 2018	Booklet	Success story of 12 youth supported by a development project.
2	Stories of 16 Successful youth. V2	December 2019	Booklet	Success story of 16 youth supported by a development project.
3	Organizational success stories V1	January 2022	Booklet	Learning stories collected from implementation areas
4	Organizational success stories. V2	February 2023	Booklet	Learning stories collected from implementation areas

10. References

- Genet Lemma, Former chief of party of USAID's Building the Potential of Youth Activity at Save the Children in Ethiopia head office.
- Available via genilemma@gmail.com or +251 – 911 – 87 32 51.
- Olaf Erz, former chief of party of USAID's Building the Potential of Youth Activity at Save the Children in Ethiopia head office.
- Available via olaf.erz@ewe.net or +251 –951 – 09 21 77 or +49 – 160- 20 09 601.
- Moges Gorfe, Executive director of Ratson women, youth, and children development program
- Available via mgorefe@yahoo.com and preferably through +251 – 911 – 40 03 84