

ALADOR DANIEL

Communication Officer

📍 Addis Ababa, Ethiopia ✉ AladorBDaniel@gmail.com ☎ +251 922 866 020

PROFILE

A dedicated creative professional passionate about transforming ideas into impactful stories. Embracing challenges as opportunities for innovation, I foster collaboration to drive team success while staying ahead in a rapidly evolving landscape. I believe in the power of creativity to inspire change and cultivate meaningful connections, and I am eager to contribute to projects that leave a lasting impact.

PROFESSIONAL EXPERIENCE

Communication Associate

02/2024 – 10/2024 | Addis Ababa, Ethiopia

Solidaridad East and Central Africa

- **Developed and executed digital marketing strategies** that resulted in a 30% increase in social media engagement and a 50% growth in website traffic over six months.
- **Led the design and production of 10+ communication materials** such as factsheets and brochures, ensuring a 100% compliance rate with strategic messaging and brand guidelines.
- **Maintained up-to-date factsheets and briefs**, improving internal communications efficiency by 25% and reducing information dissemination time by 15%.
- **Conducted 20+ interviews and field visits** to gather compelling narratives, resulting in a 35% increase in media coverage and public awareness of the organization's impact.

Communication Assistant

06/2022 – 02/2024 | Addis Ababa, Ethiopia

Cordaid

- **Collaborated with cross-functional teams on 15 projects**, ensuring consistent messaging across all platforms, which improved stakeholder engagement scores by 20%.
- **Organized 5 major events** in coordination with program teams, providing comprehensive marketing support that increased event attendance by 40% compared to previous years.
- **Monitored and analyzed the performance of 10 digital marketing campaigns**, utilizing data-driven insights to refine strategies and achieve a 25% improvement in engagement metrics within three months.
- **Produced over 30 high-quality multimedia pieces**, including stories, articles, and videos, which enhanced brand visibility and contributed to a 40% increase in donor inquiries.

SKILLS

Power Skills

Interpersonal Communication | Adaptability | Tenacity | Leadership | Teamwork | Problem-Solving | Creativity | Time Management | Resilience | Negotiation

Technical Skills

Adobe Creative Cloud | Media Relations | Google Suite | Microsoft Tools | Canva | Project Management | Social Media Management | Video Production and Editing | Logistics | Artificial Intelligence | IT | Office Management

EDUCATION

Bachelor's of Arts in Management

Addis Ababa, Ethiopia

St. Mary's University

REFERENCES

Juliet Tsuma, Business Development Manager (Former Comms Manager), Solidaridad East and Central Africa

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Sanka Sepe, Country Manager, Solidaridad East and Central Africa - Ethiopia Office

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Evelyne Chepkoech, Human Resource Officer, Solidaridad East and Central Africa

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PORTFOLIO

Website - Alador Daniel - Click Me [🔗](#)