



Alinah Oliet Kallon

34 Wusu Street, Makeni, Sierra Leone

+232 79 440015 (mobile)

+232 88 296140 (mobile)

alinbock@yahoo.com

Profile

I am Social Worker, Journalist and Producer from Freetown.

My career in the corporate world took off in 2008 when I was awarded the "Chancellor's Leadership Award" and also the United Bank for Africa's "Africa Trail Blazer Award" and offered appointment at the United Bank for Africa Sierra Leone UBA SL as Brands Management and Corporate Communications Officer. I prepared daily media reviews and other publications, coordinated media campaigns for the bank and its subsidiaries and was responsible for all interactions with the press. Added to my responsibilities as Corporate Communications Officer, I managed branding contracts, helped develop a brand improvement strategy, and led key branding initiatives. Though my career goals are to progressively advance in senior-level management positions within the Sierra Leonean media, I have cultivated a strong passion to work as an effective leader in the revitalization of the economy and society of Sierra Leone by promoting an entrepreneurial culture among young people, who are the economy's driving force.

Summary

- 2 years progressively challenging experience in business development support services
- 6 years experience in media, advertising, audio visual production and broadcast journalism.
- Completed a Bachelor of Arts degree at the University of Sierra Leone with honours.
- Received the 2008 "Chancellor's Leadership Award" from the University of Sierra Leone.
- Recognized as an "African Trail Blazer" by the United Bank for Africa.
- Worked as a Senior Reporter and Presenter on Sierra Leone's top public service radio.
- Selected to produce UNICEF's weekly children's radio programme in Sierra Leone.
- Advanced computer skills, including proficiency with Audio and Video Editing and graphic design software.
- Demonstrated results-driven achiever and effective team player.
- Motivated, organized, and adaptable in fast-paced environments.

Work Experience

Manager, Business Development Services (BDS), African Foundation for Development (AFFORD), Makeni, Sierra Leone, July 2012 to Present.

The African Foundation for Development Sierra Leone (AFFORD-SL) was established in 2008. It seeks to facilitate the creation, protection and maintenance of jobs through practical support of Micro, Small and Medium Enterprises MSME. AFFORD-SL is an affiliate of AFFORD-UK which is a charitable company and social enterprise. Afford-SL is one of the five Implementing Partners of the Business Development Services Project initiated by the National Youth Commission NAYCOM with the aim of boosting the employment and self-employment opportunities for young people. The Center which is commonly known as The Youth Entrepreneur Support YES Center is a clustered services "Business Center" focusing on Nascent, micro, small and medium sized businesses in Makeni. I am tasked with the responsibility of imparting skills and training

to team, regularly organize events, manage contracts and network with other institutions and volunteers to improve the activities of the center and promote an entrepreneurial culture among young people in Makeni. I also supervise training programmes and prepare regular monthly reports.

Senior Journalist, Media Matters for Women (MMW), Sierra Leone, February 2013 to present. I was selected to lead MMW's pilot project in Sierra Leone funded by the Oak Foundation in Switzerland. I work as the lead journalist on the testing of a new kind of public service information network which creates and distributes radio-styled news programming in multiple languages via cell phone. I mentor young aspiring journalist and facilitate the effective operations of listening centers.

Communications Officer, African Foundation for Development (AFFORD), Freetown, Sierra Leone, November 2010 to August 2011.

I worked to effectively coordinate all marketing campaigns for AFFORD's "Business Bomba Competition," a National Business Plan competition which aims to stimulate entrepreneurial activity and support entrepreneurs in the process of developing successful businesses. I prepared media reviews and publications, organized and led press conferences, handled event contracts, and managed the "Business Bomba" website. I regularly proposed recommendations for senior management concerning ways to improve our marketing strategies in Sierra Leone.

Media and Creative Manager, Ad Media Sierra Leone Ltd., Freetown, Sierra Leone, 2010.

I developed communication strategies, prepared client proposals, initiated and maintained strategic media relationships, managed event contracts, and produced audio-visual materials and reports.

Brand and Corporate Communications Officer, United Bank for Africa Sierra Leone, Freetown, Sierra Leone, 2009 to 2010.

The United Bank for Africa (UBA) is one of the leading banks in the African sub-region. It offers commercial banking services to more than 7.2 million customers across 750 branches in 18 African countries, and has assets in excess of \$19bn. I was hired as the first Brands and Corporate Communications Officer in the newly established Sierra Leone office. I prepared daily media review and other publication, coordinated media campaigns for the bank and its subsidiaries, and was responsible for all interactions with the press. I managed branding contracts, helped develop a brand improvement strategy, and led key branding initiatives. I also contributed to improving the internal communication process of the UBA group in Sierra Leone by creating and producing the UBA's "Lion King" magazine.

Deputy Executive Radio Producer, UNICEF, Freetown, Sierra Leone, 2006 to 2011.

The "Voice of Children" radio project started as a weekly radio show on Radio Mount Aureol and due to its success with youth throughout Sierra Leone was subsequently sponsored by UNICEF. The format of the show is simple: a small group of children is selected each week to go live on-air discussing issues of concern to them. I supervised the planning, production and on-air presentation with the children each week. I trained children to produce and present programmes that advocate for less-privileged children, and coordinated and supervised all production activities.

Director and Producer, ENCISS/Ad Media Sierra Leone, Ltd., Freetown, Sierra Leone, 2010.

The ENCISS Programme is a joint initiative of UKaid and the European Union. It aims to improve accountability, strengthen citizens' voices, enhance civil society, increase participation in policy-making, and expand access to information. ENCISS also works to strengthen the relationship between society and state by supporting Sierra Leone's poorest communities. I directed and produced 'Le wi lan Buk,' a radio and TV drama used by the ENCISS outreach team

to educate rural communities about their work. I coordinated all production and post-production activities for the drama productions, managed the staff and talent, executed contracts, and liaised between ENCISS and the production team. This radio drama series was aired on Sierra Leone Broadcasting Service radio and TV and in the communities where the ENCISS outreach teams operated.

Broadcast Journalist, Cotton Tree News (CTN), University of Sierra Leone, UN Radio, and Fondation Hirondelle, Freetown, Sierra Leone, 2006 – 2008.

Cotton Tree News (CTN) is one of the largest independent media project undertaken in post-conflict Sierra Leone. It was funded by several international donors (EU, Ireland, Germany, and Luxembourg) and jointly operated by Fondation Hirondelle, UN Radio in Sierra Leone, and the University of Sierra Leone. Since it began in 2006, CTN broadcasts six hours of independent news and information every day, much of it live, in multiple languages. I was hired as a journalist trainee when the CTN project was started, covering a broad range of news stories in the Freetown area. I developed story ideas, worked with the Editor-in-Chief and News Editor to determine the angles to be covered, and then organize logistics and undertook all production work. I rewrote all aired stories for presentation on the CTN website.

Client Service Executive and Media Officer, Ad Media Sierra Leone, Ltd., 2008.

I coordinated all aspects of client services, led client meetings, prepared reports, initiated project proposals, and finalized media plans. Clients included: Rokel Commercial Bank, National Revenue Authority (NRA), Sierra Leone States Lottery (LOTTO-SL), National Telecommunication Communication (NATCOM), Planned Parenthood Association of Sierra Leone (PPASL), and the Government of Sierra Leone (GoSL).

Lecturer, LICSAL Business College, Freetown, Sierra Leone, 2008.

I taught English, News Reporting, and Broadcast Journalism courses. I also coached students for the ICM exams.

Intern Editor, Aureol Torch Newspaper Women's Page, Freetown, Sierra Leone, 2007.

I researched and wrote stories for the annual publication of "Aureol Torch", a newspaper produced by students of the Mass Communication Department of Fourah Bay College.

Producer and Announcer, Radio Mount Aureol, University of Sierra Leone, 2006 to 2007.

I produced three weekly shows, the "Arts Programme" that featured stories from novels, poems and other works of art, "Health Wize" which focused on health issues and "Pikin Bizness" which focused on issues related to children. I also controlled, monitored and ensured that the day's programme schedule was executed according to plan. I presented public notices, announcements and served as overall sound controller.

Assistant Camera Operator, Media Magic Ltd., Freetown, Sierra Leone, 2007.

I worked as Assistant Camera Operator, Continuity and Artist in the production of three TV dramas: 'The Good', 'The Bad' and 'The Just' which were aired on the Sierra Leone Broadcasting Service Television.

Teacher, Albert Academy – Government of Sierra Leone, 2005 to 2007.

I was hired to teach English and after a year was promoted to monitor and assess pupils in their first level of Junior Secondary School.

Additional Training Opportunities (2007 to 2008)

- **Youth Financial Inclusion, UNDP and AYANI**
- **Media Coverage of Sanitation Issues, UNICEF Sierra Leone, Fourah Bay College, and Fondation Hirondelle.**