

ABDULLAHI KAKA ABUBAKAR

Director of MEA Partnerships & Global Communications

Contact Information:

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Personal Details:

- **Nationality:** Turkish
- **Languages:** English, Arabic, Turkish, Hausa, Pidgin
- **Driver's License:** B

PROFESSIONAL SUMMARY

Strategic media and business development executive with over 10 years of experience driving cross-border expansion, strategic alliances, and global content strategy between the Middle East, Africa, and Europe. Possesses a deep, high-level business network across the African continent and international media sectors, facilitating localized commercial success for global platforms. Multilingual and academically grounded with a PhD, offering a unique ability to bridge cultural gaps, navigate complex geopolitical landscapes, and lead multicultural teams across emerging markets.

CORE COMPETENCIES

- MEA Market Entry & Strategic Partnerships
- Global Financial Market Insights & Economic Analysis
- Cross-Border Editorial Collaboration & Geopolitics
- Crisis Communication Management
- Enterprise Journalism & Broadcast Production
- SEO, Digital Content Strategy, & Data-Driven Decision Making

WORK EXPERIENCE

Head of MEA Content Strategy & Market Analysis *TRT World | Istanbul, Turkey | 2020 – Present*

- **Strategic Market Insights:** Synthesize complex global financial market data and economic trends to deliver actionable business intelligence for international investors and policymakers.
- **Cross-Border Media Leadership:** Direct the editorial and visual narrative for flagship financial programs, ensuring strict alignment with top-tier international brand standards.
- **Multichannel Expansion:** Oversee high-stakes live coverage and digital integration for major regional events across the MENA region, maintaining consistent commercial messaging across broadcast and digital channels.

Founder & Managing Director *Arewaworld | 2018 – Present*

- **Platform Scaling & Audience Acquisition:** Built and scaled a digital youth platform, utilizing advanced social media and video content strategies to acquire and retain thousands of users globally.
- **Commercial Brand Initiatives:** Directed comprehensive visual branding and integrated communication campaigns, including the production of interactive workshops and events for emerging entrepreneurs.
- **Digital Strategy:** Developed end-to-end digital frameworks that significantly increased platform engagement and brand visibility across targeted demographics.

Director of Africa-Middle East Programming *Turkuvaz Media Group | Istanbul, Turkey | 2017 – 2019*

- **Geopolitical Media Alliances:** Produced and edited "Around Africa," navigating the intersection of Turkey-Africa relations, global trade, and geopolitics to broker cultural and commercial understanding.
- **Audience Growth & Engagement:** Drove a 200% increase in viewership during the first season by elevating editorial quality, narrative depth, and balanced representation of sensitive cross-border coverage.

Regional Digital Media Producer *Berlin Turk News Agency | Germany | 2015 – 2016*

- **Diplomatic Communications:** Managed strategic media content focused on EU-Africa diplomatic relations, securing high engagement and positive media relations.
- **Stakeholder Management:** Coordinated executive interviews and crafted media statements, improving response turnaround times to media inquiries by 10%.

Co-Founder & Head of Partnerships *Fatime Alkali Foundation | Nigeria | 2015 – 2017*

- **Fundraising & Commercial Negotiation:** Designed and executed strategic communication campaigns, successfully brokering partnerships to secure over \$150,000 in international project funding.
- **Public Relations:** Managed stakeholder engagement, media relations, and public communications for widespread healthcare and education outreach programs.

EDUCATION

PhD, Design Technology and Society

Ozyegin University | Istanbul, Turkey

- **Dissertation Topic:** The impact of media on societal perceptions, focusing on how Nigerian women perceive Turkish cinema.
- **Field Research:** Conducted comprehensive field research in both Nigeria and Turkey, gathering data from over 500 participants to analyze cross-cultural influences in media.

MA, International Relations and Political Science:

Graduated with Distinction Istanbul Sehir University | Istanbul, Turkey | 2015 – 2017

- **Thesis:** Conflict Management and the Rise of Terror Groups: A Case Study on Boko Haram's Impact in Nigeria.
- **Specialization:** Focus on conflict resolution, contributing research and policy recommendations for local and international organizations.

BA, Cinema and Television / International Trade and Management:

Graduated with Distinction Istanbul Sehir University | Istanbul, Turkey | 2012 – 2015

- **Key Projects:** Directed a short documentary on cultural diplomacy, which was screened at the Istanbul Short Film Festival.

CERTIFICATIONS & TECHNICAL SKILLS

- **Certifications:** Certified in Crisis Communication Management, Google Analytics & Data-driven Decision Making.
- **Technical Proficiency:** SEO Optimization, Content Marketing, Social Media Strategy, Digital Media Management, Corporate Storytelling, Public Relations.
- **Systems & Tools:** Microsoft Office Suite, Adobe Creative Suite, Final Cut Pro, JIRA, Confluence, Asana, Slack.

SELECTED ACHIEVEMENTS

- Led major international media initiatives generating high volumes of positive earned media and significantly strengthening global brand perception.
- Successfully handled multiple crisis communications, preserving brand reputation during challenging global events.
- Developed and executed strategic communications plans for launching new digital products and international content initiatives.

PUBLICATIONS

- Kaka, A. (n.d.). *Argument on NGOs support.*
- *Infograph on girl child education in Northern Nigeria.*

INTERESTS & VALUES

- **Interests:** Global Communications, Aviation & Travel Industry, Corporate Storytelling, Cultural Exchange.
- **Values:** Integrity, Excellence, Innovation, Teamwork, Cultural Sensitivity.