

ABDULLAHI KAKA ABUBAKAR



BASIC INFORMATION

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PROFESSIONAL SUMMARY

Agile-certified Programme Editor and Project Manager with 8+ years of cross-platform experience in TV, streaming, and digital product delivery. Proven ability to lead diverse cross-functional teams, implement operational best practices, and drive high-stakes initiatives in fast-paced environments. Adept at managing VOD projects, resolving operational bottlenecks, and coordinating stakeholder communication across business, tech, and content teams. Passionate about scalable systems, risk mitigation, and storytelling through data-driven media.

CORE COMPETENCE

- Agile Project Management (Scrum, Sprint Planning, Retrospectives)
- Streaming Tech & OTT Delivery (VOD platforms, DRM, CDN, Metadata)
- Tool Proficiency: JIRA, Confluence, Microsoft Project, Asana, Slack
- Risk & Incident Management: Change control, escalation workflows, root cause analysis
- Cross-functional Team Leadership: Content, product, engineering, post-production
- Cost-Benefit Analysis & Resource Planning
- Monitoring, Evaluation & Impact Reporting
- Stakeholder & Partner Management
- Broadcast & Digital Production

WORK EXPERIENCE

- Programme Editor & Agile Project Lead**
- TRT World
- 2020
- Led weekly production of "AfricaMatters," "MoneyTalks," and "BusinessNews" across TV and digital platforms, managing complex editorial workflows and Agile sprints.
 - Coordinated internal teams and external tech vendors to deliver high-quality programmes under tight deadlines, with 95% on-time delivery.
 - Implemented Agile tools (JIRA, Confluence) to track dependencies and unblock delivery pipelines, reducing content-cycle delays by 40%.
 - Spearheaded a content feedback system that drove 2x increase in audience engagement.
 - Managed crisis episodes, ensuring editorial integrity and technical fault tolerance.

- Partnered with IT/Ops to introduce a scalable change management process.

Founder & Output Manager

2018 – Present

Arewaworld

- Built and scaled a pan-African entrepreneurship media platform with over 10,000 monthly users.
- Oversaw cross-border project execution, launching new video, podcast, and blog products on time and within budget.
- Utilised Scrum-based workflows to ship feature updates and community campaigns.
- Defined platform roadmap and led risk management practices.
- Created partnerships with influencers and NGOs, driving a 700% boost in engagement.

Program Editor and Presenter

2017 – 2019

Turkuvaz Media Group

- Created "Around Africa," a regional affairs show focusing on Turkey-Africa relations, from pilot to series delivery.
- Led all aspects of pre/post-production, including editorial planning, talent direction, and stakeholder reporting.
- Achieved a 200% increase in target audience viewership during first season.

Digital Media Assistant

2015 – 2016

Berlin Turk News Agency Germany

- Supported digital broadcast production, editing, and field assignments focused on EU-African diplomacy.
- Contributed to 30+ on-air stories and accelerated production workflows by 10%.

Co-Founder & Youth Advocate

2015 – 2017

Fatime Alkali Foundation Nigeria

- Launched grassroots education and healthcare outreach programs benefiting 2,000+ children in underserved Northern Nigerian communities.
- Designed developmentally appropriate learning kits and book clubs for early learners.
- Raised \$50,000+ through donor partnerships to build school infrastructure and sponsor training for teachers and caregivers.

EDUCATION

PhD. Design Technology and Society

2019

Ozyegin University Istanbul

- Dissertation Topic: The impact of media on societal perceptions, focusing on how Nigerian women perceive Turkish cinema.
- 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

2015 – 2017

Istanbul sehir University

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

Cinema and television / International Trade and Management

2012 – 2015

Istanbul sehir University

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

Accountancy

2008 – 2012

University of Maiduguri

Result awaiting

General School Certificate

Fou'ad Lababidi Islamic Academy

2002 – 2008

Primary school certificate

Model Primary school Asokoro

1996 – 2002

PUBLICATIONS

- Kaka, A. (n.d.). Argument on NGOs support. Retrieved December 4, 2020.
- Infograph on girl child education in Northern Nigeria.

VALUES

Education, Inclusion, Cultural Diversity, Empathy, Growth

INTERESTS

Youth development, storytelling, cultural programmes, ed-tech, coding, library networks

LANGUAGES

English



Turkish



Arabic



Hausa



Pidgin

