

JAMILA ABDULKADIR

DIGITAL COMMUNICATIONS EXPERT

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MOBILE

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DIGITAL COMMUNICATIONS

- Content Strategy
- Social Media Management
- Website Administration
- Newsletter Marketing

TOOLS

- Google Analytics
- Hootsuite
- Buffer
- Canva
- Adobe Creative Suite
- WordPress
- Mailchimp
- Constant Contact
- Microsoft Office Suite

EDUCATION

Master of Arts Degree

2015 – 2017
Communications
Trinity Washington University

Graduate Certificate

2022 - 2023
Social Media
Seneca College

SUMMARY

I am a results-driven Digital Communications Expert with extensive experience developing and executing communication strategies for global organizations. Skilled at crafting compelling narratives, managing digital platforms, and leading high-impact campaigns that enhance brand visibility. Strong expertise in marketing creative and innovative small businesses.

WORK EXPERIENCE

DIGITAL COMMUNICATIONS CONSULTANT

World Bank Group (WBG), Washington, D.C. | 2019 - Current

Manage the World Bank Group's Governance website, newsletter, and X (formerly Twitter) page, curating engaging content on governance, public administration, debt, taxes, anticorruption, artificial intelligence, gender, govtech, and justice. Grew page from **39.2K to 40.1K in a year**.

Provided 2021 communication strategy and implementation plan for the World Bank Group's Global Evaluation Initiative team. Within 2 years, I increased X (formerly Twitter) following from **900 to 3400**, LinkedIn from **800 to 9000** and newsletter subscriptions from **3000 to 9000+**.

Led social media and digital strategy for **7 global forums**, increasing audience engagement and attendance from Nobel laureates, government officials, academia, and civil society organizations. Received a World Bank Group Vice Presidential Unit Team Award for design and social media contributions to event.

MARKETING REPRESENTATIVE - PART TIME

Market Me, Silver Spring, MD | Jan 2017 - present

Successfully negotiated a marketing deal for Aroma by Anette, a body product vendor, with Women OnTopp entrepreneurial magazine (**1M+ followers**). Planned and executed three pop-up events in Washington, D.C., and Maryland, providing valuable exposure and sales opportunities for participating businesses.

MARKETING REPRESENTATIVE

Chick-fil-A, Silver Spring, MD | Oct 2017 - Mar 2018

Planned and executed community events and fundraising, strengthening brand presence and customer loyalty. Managed marketing for catering sales, delivering an average monthly **ROI of \$10,000** for the store.

COMMUNICATIONS ASSOCIATE

*Results for Development (R4D), Washington, D.C |
Joint Learning Network (JLN) global health team | Jul 2016 -
Sep 2017*

Managed Facebook, X (formerly Twitter) & Vimeo, and produced monthly reports of website and social media analytics for this. Produced Constant Contact team newsletters for JLN policymakers and practitioners. Produced videos of network activities/interviews. Coordinated member user-interaction on network intranet. Handled uploads of resources, events, updates on website. Assisted to plan activities/workshops.

ADMINISTRATIVE OFFICER

*Federal Ministry of Communications, Innovation & Digital
Economy, Nigeria | Oct 2011 - Jan 2015*

Drafted reports, presentations, and communication materials for senior management and staff training.

MEDIA ANALYST

*Securities and Exchange Commission (SEC), Nigeria | Sep
2009 - Dec 2010*

Led a team to develop an intranet profile system for **500+ employees**. Organized high-profile capital market committee meetings.