**CURICULUM VITAE**

**NAME::** Ishmail Tejan Bangura.

**ADDRESS::** 18E Collegiate School Road, via Wilkinson Road, Freetown, Sierra Leone.

**DATE OF BIRTH::** 12th November, 1988.

**PLACE OF BIRTH::** Freetown, Sierra Leone.

**NATIONALITY::** Sierra Leonean.

**MARITAL STATUS::** Married.

**LANGUAGES SPOKEN::** English, basic French, Patois and Themne,

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**EDUCATIONAL BACKGROUND**

**INSTITUTION:: YEAR:: QUALIFICATION::**

*Fourah Bay College::* 2010 Bachelor of Arts with Honors in Mass Communication

 Majoring in Public Relations & Advertising, with prior

 Knowledge in News Writing, Psychology, Media Law

 & Ethics, Development Communication and Critical

 Thinking Skills

*Sierra Leone Muslim Congress:: 2005* West African Senior School Certificate Examinations

*Albert Academy::* 2002 West African Senior School Certificate Examinations

*Leone Preparatory School:: 1985* National Primary School Examination

**Brand and Media Executive (Intern Staff):: Zain (SL) Mobile Company now Orange:: July 2009- September 2010.**

**Key Achievements**

*Research on Zain’s strength, weakness, opportunities and threat to maintain competitive dominance.*

**Responsibilities::**

* Interview the company’s subscribers about its products, services, network and brand in other to know their feelings and perception.
* Discover the different segments of potential customers existing, what are their needs, which of those needs the company can meet, and how it can meet them. For instance, I initiated the Zain’s student club, which created a special tariff offer for students who were perceiving the company as a working-class company.
* Did weekly radio talk shows by allowing subscribers to call and ask questions about the company sales promotions.
* Understanding the problems faced by the company with subscribers and staff. For instance, by calling the Customer Care Service and seeking to know their responses to subscribers.

**Key Achievements**

*Research on Zain’s strength, weakness, opportunities and threat of rival companies to maintain competitive dominance.*

**Responsibilities::**

* Discover the type of sales promotion other companies are doing and whether their subscribers are in favor of them.
* Interview rival companies’ subscribers about their products, network, services and brand.
* Identify reasons why subscribers of rival companies are switching to the Zain brand.

**Assistant Brand and Communications Acting Manager:: Zain (SL) now Orange November 2009-December 2009**

**Key Achievements**

*Management of all clients (suppliers) working with the Marketing Department.*

**Responsibilities**

* Manage ten newspapers, thirteen radio stations and five advertising agencies working directly with the marketing department. I was there to ensure that their proforma invoices, invoices and purchasing orders are well prepared and submitted on time for payment.
* Liaise with different advertising companies working with the company in order to create a good rapport with them. For instance, Sign Africa, SL Mc Cann, Wisdom Graphics, Print Point and Mr. Tees Advertising Agency.
* Facilitate wall branding payments, by ensuring that all payments are done accurately.
* Create a friendly atmosphere for all clients working with the company.
* Manage all suppliers’ accounts by liaising with the Procurement and Finance Department before payments are made.

**Key Achievements**

*Helped in the execution of promotions to acquire new customers, build customer loyalty and provide excellent customer satisfaction.*

**Responsibilities**

* Initiate the company’s first student club that enhanced students to be part of the network with promos like free internet facility, affordable tariffs plan and reasonable student phones.
* Help in selling the company’s image through local radio stations, suburban visitations, talk shows and experiential.
* Active participation in float parades like the Zap / now Airtel money promotion, Blackberry sensitizations through radio talk shows.
* Ensure the daily media hypes intensified about the current product, services and promos going on. For instance, I usually called the various radio stations explaining what is new to subscribers.
* Organize electronics raffle draws for subscribers to win answers pertaining to the MAMA MTV Music Awards.
* Ensure the safe and accurate delivery of items won by lucky subscribers.

**Customer Care Management:: Zain (SL) now Orange JULY 2009-2010**

**Key Achievements**

* Consistently scored over 90% in customer satisfaction survey.
* Receive a standard customer training with advanced customer care specialists from the company’s head office in Bahrain.

**Responsibilities**

* Help in resolving customer queries and facilitate quicker and professional response time.
* Successfully handled customer complaints and enquiries.
* Develop good time management skills, working part time whilst in full time education.
* Show flexibility and enthusiasm in assisting various departments by updating them with the current promotional activities going on.
* Successfully handled customer complaints and enquiries.

**Public Relations and Advertising Executive**

**Key Achievements**

* Help in identifying target media, brands (billboards, postals etc) for a particular target market audiences and strategic placement of such brands and identity logos.

**Responsibilities**

* Succeed in listing the newspapers, TV and radio programs that are appropriate outlets.
* Identification of billboards that were not located or situated at the right place.
* Identification of certain radio stations and newspaper houses for certain target audience and readers. For instance, Capital Radio representing the niche, Radio Mount Aureol for students.
* Help in finding strategic point for the wall branding of the Zain logo.

**Key Achievements**

* *Daily media monitoring of the press and radio.*

**Responsibilities**

* Took initiative and produced the first radio monitoring template to ensure that jingles and all broadcasting media contracts are played at the right time.
* Also took the initiative to produce the first newspaper monitoring template to ensure that ads are run as paid for.
* Monitoring of all competitive outdoor activities viz a viz own outdoor and produce a monthly report.
* Execution of most outdoor, print media, electronic, TV and communication strategy.

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**Marketing Officer:: Bennimix Food Company (SL) April 2011- August 2011.**

**Key Achievement**

*Research on Bennimix Food Company’s strength, weakness, opportunities and threat of rival companies to maintain competitive dominance.*

**Responsibilities**

* Took the initiative to develop a comprehensive zonal layout of the company’s wholesalers.
* On my report I was able to state reasons for the product slow pace of sales.
* Creating brand awareness after the rebranding process.
* Identification of strategic locations for the erection of the company’s billboards.
* Finding strategic points for the wall branding of the Bennimix logo.
* In completion of my research, I was able to analyze the sales trend between the east and west end of Freetown.

**Public Relations and Media Officer:: Ministry of Defence March 2014-2018**

* Identification of publicity opportunities and disseminate positive news stories and other public information about the Republic of Sierra Leone Armed Forces (RSLAF).
* Monitor and analyze media publications and broadcasts and update commanders about media issues and public views and concerns regarding RSLAF or national security.
* Responding to media queries and clarify inaccurate and misleading media publications and broadcasts about RSLAF
* Advise commanders on Public Relations and local news media activities.
* Prepare position statements on sensitive issues regarding RSLAF operations etc
* Organize media interviews and talk shows, news conferences and briefings, media tours and other Public Relations activities
* Took the initiative to produce the first newspaper monitoring template to ensure that all negative and positive stories are reported to the Chain of Command.
* Help to keep the Ministry of Defence website updated with stories, videos of events.
* Provide strategic advice to superior commanders on how to communicate and respond to members of the Fourth Estate and international stakeholders.
* Take photographs for photo stories, TV stories, social media and manage the Media Ops data base.
* Write stories and posts for all Print and Broadcasting media.
* Organize press conferences for the Ministry of Defence in order to keep journalists updated with the progress and challenges of the Army.
* Keep the Ministry of Defence Picture Board updated with photos of current events.

**Staff Officer (SO):: United Nations Interim Mission in Lebanon (UNIFIL) December 2018-**

* Effective preparation of the integrated outreach operation plans in close coordination with the Senior Staff Officer (SSO) and related components/branches within the Forces Headquarters (FHQ), under the guidance of the Deputy Head of Mission (DHoM) Integrated Outreach Operations Cell (IOOC)
* Analyze daily and weekly reports submitted by the UNIFIL Integrated Outreach Operations (IOO) assets, extract information relevant to the UNIFIL IOO efforts and incorporate the results into the formulation of plans, campaigns and reports.
* Monitor the implementation of IOO plans by related components/branches and provide regular reports to the Senior Staff Officer (SSO) for discussion at the monthly Integrated Outreach Operations Coordinating Board Executive Committee (IOOCB EC) meeting.
* Record and follow up on decisions at IOOCB EC meetings and report on progress of

implementation as well as provide feedback on effectiveness of IOO initiatives.

* Ensure dissemination of IOO guidance, key messages and monthly IOOCB EC meeting action points to all components.
* Identify key issues and problems relating to IOO activities and address them through

 Outreach-SSO for appropriate action.

* Attend all IOOCB EC meetings and to act as secretary during such meetings.
* Lead presentations at such meetings as the SSO may deem fit.
* Represent the SSO at the Force Commander’s morning brief every Saturday and during the absence of the SSO.
* Prepare the Weekly Outreach Matrix and the Quarterly Outreach Data Sheet.
* Prepare the IOO Cell’s Weekly report.
* Give the IOO presentation during Induction Training.
* Perform any other assignments given by the SSO.
* Organize training for the Tracker Engagement Community Outreach Matrix Database.
* Develop and produce communication and advocacy instruments and materials, including briefing materials, press releases, and articles and coordinate its dissemination through effective channels;
* Identify and launch information opportunities, activities, approaches and platforms and partners.
* Provide advice on advocacy materials and coordinate launching flagship initiatives and publications in the region.
* Lead the engagement and supervision of video producers and other communication specialists to produce audio/ visual material on UNIFIL’s Operations.
* Develop the Soldier Card Brochures, factsheets, stories from the field to inform media and general public about the UNIFIL’s mandate in Lebanon.
* Follow guidelines from and report to HQ.
* Keep the IOOC Page in the UNIFIL COSMOS Site updated with news stories and pictorial news.
* Coordinate IOOC’s web-presence in the line with corporate web policy.
* Oversee and manage (regional) social media accounts in line with corporate social media policy.
* Identify and develop new communication partnerships and alliances to enhance visibility; manage and nurture existing partnerships.
* Liaise with advocacy partners and undertake outreach to civil society organizations, governments, and other groups to ensure that newsworthy information reaches the public and donors
* Guide and collaborate closely with communication colleagues in other offices to ensure consistency with corporate policies, messaging and initiatives.

**AWARD**

2006/2007:: Editor for the Aureol Torch Newspaper, Fourah Bay College.

**ADDITTIONAL SKILLS**

Photography:: Communication:: Time Management:: Planning:: Microsoft Office:: IPOS:: Trackers Engagement Survey:: Procurement Software system:: Negotiation:: Social networks like Facebook, Whatsapp, Tango, Twitter and Skype:: Outlook system.

**HOBBIES**

Swimming::Advertisement:: Music:: Sport:: Publicity:: Keen interest in world religions.

**Referees:**

Mr. Isaac Massaquoi Brigadier General Usman Turay

Director of INSLICS Assistant Chief of Defence Staff

Fourah Bay College (USL) Support & Logistic

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