


# YONATAN TAMIRU

## Communications and PR Specialist

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 Addis Ababa, Ethiopia

### PROFESSIONAL SUMMARY

As a communication specialist with a strong background in storytelling, translation, editing, and healthcare, I bring a wealth of experience to the area of strategic and digital communication. With a keen understanding of effective communication principles, I have sharpened my skills in crafting compelling messages and tailoring them to diverse audiences. My experience in strategic communication enables me to develop comprehensive communication plans that align with organizational objectives and engage stakeholders effectively. Furthermore, my proficiency in digital communication, including social media management, allows me to leverage various platforms to enhance brand visibility, engage with the target audience, and drive meaningful conversations.

### EDUCATION

#### **Addis Ababa University | 2018- 2021**

Masters of Arts In Social Psychology

#### **Ethiopian Graduate School of Theology | 2020- 2023**

Masters of Arts In Leadership & Management

#### **Haramaya University | 2009- 2013**

Bachelor of Science in Public Health

### CERTIFICATES

1. Ethical Story Telling : How to write about Africa
2. Google Digital Marketing
3. Smart Advocacy

### PORTFOLIO

- [Sample Article on Oral Pre-Exposure Prophylaxis for High-Risk Populations](#)
- [Sample blog on PSI global publications.](#)
- [PSI Ethiopia's Quarterly Newsletter](#)
- [MA Thesis on Social Media and Religiosity](#)
- [Samples of social media I currently manage, LinkedIn page](#)

## PROFESSIONAL EXPERIENCE

### Corporate Communications and PR Specialist

#### PSI Ethiopia | October 2022 - Current

- Develop an external and internal communication strategy for USAID-funded project (the USAID MULU Key Population Activity).
- Develop success/change stories for USAID-funded and non-USAID-funded programs, projects, and activities.
- Organize external stakeholder engagement events.
- Liaise the communication link between the USAID Ethiopia Communication team and PSI Ethiopia.
- Support the production of PSI Ethiopia's quarterly newsletter
- Lead and organize the institutional learning strategy development.
- Developed Internal communication strategy for PSI Ethiopia
- Support the Country Representative office on communication needs
- Organize and lead internal webinars to share learning across programs.
- Support event documentation by photo capturing and video shooting.
- Manage PSI Ethiopia's social media pages and support the global office on website management

### Corporate Communications and PR Coordinator

#### PSI Ethiopia | January, 2021 - September, 2022

- Organize and lead Internal events.
- Organize World Day celebrations in the office and with different government and non-government stakeholders.
- Manage PSI Ethiopia's internal communication platforms
- Manage PSI Ethiopia's social media pages.
- Support the external communication activities
- Draft the internal communications strategy.

### Book Translator and Editor

#### GHLU Ministry | Dec 2018 - December 2020

- Translate commentaries.
- Edit and proofread publications.

### Translator

#### Compassion International | Oct 2017 - May 2022

- Translate and edit documents.
- Translate letters
- Transcribe manuals and documentaries.

## Public Health officer

**Addis Ketema Woreda 03 Health Center** | Aug 2014 - Mar 2019

- Proper History taking
- Diagnosing and treating a patient
- Participating in AWD (Acute Watery Diarrhea) epidemic campaign in Addis Ababa

## TB, HIV and Leprosy officer

**Homosha Health Office** | Oct 2013 - Aug 2014

- Trained nurses, health extension workers, trained birth attendants, and local leaders on PMTCT, ANC, and PNC.
- Prepared 3 VCT campaigns on the woreda and 1 additional VCT campaign in the Sherkole refugee camp in collaboration with ARRA.
- Prepared a campaign on increasing PMTCT coverage by linking health posts with health centers.
- Expansion of the DOTS program in combating TB expansion
- Giving training in awareness creation of Leprosy for local leaders and societies.

## SKILLS

- MS Office
- Data Research
- Copywriting
- Photography
- Creative Writing
- Translation
- Social Media Management
- Documentation and Reporting
- Event Management

## REFERENCE

- Isreal Lemma: Deputy Chief of Party -  
USAID MULU Key Population Activity  
ilemma@psiet.org
- Ruth W/Tinsae: Deputy Country  
Representative-PSI Ethiopia  
rwoldetensay@psiet.org
- Dagim Demerew: Market System  
Development Director, USAID Market  
for Sanitation Activity  
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