



HAROLD BOWA

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PROFESSIONAL SUMMARY

I am a public relations professional with an accumulated four years of experience in developing and implementing communication strategies, managing and growing organization social media accounts, overseeing email newsletters, and engaging stakeholders across a community spanning over 16 developing countries in Eastern and Southern Africa. I have a strong track record in building and managing multicultural stakeholder communities, organizing national and international events, and establishing mutually beneficial partnerships across NGOs, public sector organizations, and private sector entities. My educational background in social sciences, with a focus on economics and psychology, equips me with a deep understanding of decision-making drivers and attention-capturing factors in individuals and communities alike.

WORK EXPERIENCE

Communications Officer, UbuntuNet Alliance

Feb 2022 - Present

- Managed a monthly email newsletter with an audience of over 1,400 subscribers, featuring an average of seven articles per month. This was accomplished using an integrated approach that combines the WordPress website management platform and the Mailchimp email marketing tool.
- Developed and implemented a social media strategy for the organization's Twitter (now X) and LinkedIn accounts, achieving a following of over 3,000 on Twitter and more than 920 on LinkedIn.
- Led an in-depth study to guide the organization in adapting to Twitter's transition to X, including strategies for coordinated efforts across multiple social media platforms such as Facebook, X, LinkedIn and YouTube.
- Served as Chairperson for the organization's international annual community event for our 16 member countries for the past three years (2022-2024), taking the conference to over 200 participants from across Africa attending each year. Successfully raising a total of \$102,000 in sponsorships during this period.
- Led community engagement efforts through email, social media and feedback surveys leading to increased interest and attendance in both capacity building and community events.

Business Development Officer, UbuntuNet Alliance

Jan 2023 - Present

- Identified and secured key private sector partnerships, negotiating mutually beneficial agreements with industry leaders such as AWS, NOKIA, AstriaLearning, Bandwidth Cloud Services Group, CloudEDU, Core2Africa, and more.
- Led partnership development, coordinating the signing of a historic MOU with an Asian international partner, marking a first for the organization.
- Conducted advocacy efforts, representing the organization in several developing countries through two exhibitions at international conferences, delivering over five presentations at international forums, and attending more than five global conferences.
- Played an integral role in developing the organization's five-year strategic plan, collaborating closely with the CEO and management team.
- Contributed significantly to the annual community capacity-building plan by creating concept notes tailored to community needs, organizing them into a comprehensive calendar, and managing event listings on platforms like Indico and integrations with zoom.
- Served as a key contributor to an ongoing capacity-building webinar series spanning over a year, featuring 25 webinars, some with attendance exceeding 100 participants. My responsibilities included identifying expert speakers, promoting events, and moderating the webinars.

Communications Officer, EU co-funded AfricaConnect3 Project**Jan 2023 - Present**

- Developed a policy paper aligning project initiatives with the UN Sustainable Development Goals (SDGs). This effort also included authoring over 10 articles to highlight the project’s impact on multiple SDGs, with two publications picked up and published by external media outlets.
- Created more than five Women in STEM articles to feature prominent African women in technology, as part of the AfricaConnect project’s initiative to help bridge the gender gap in tech across Africa.
- Contributed to the development of the project’s communications strategy, offering critical insights that reflect the needs and perspectives of the Eastern and Southern African community.
- Led advocacy initiatives by producing branded materials, including a project info-pack, banners, and handouts, ensuring full compliance with EU visibility guidelines.
- Conducted two project exhibitions at international conferences in Rwanda (2022 eLearning Africa Conference) and Namibia (AAU’s COREVIP 2024 Conference), engaging public sector decision-makers and potential partners.
- Contributed to the social media and website visibility strategy for the project by providing insights aimed at boosting website reach and engagement on X (twitter).

Market Researcher, Standard Bank of Malawi**June 2021 - Sept 2021**

- Conducted research to support updates to the Bank’s student and senior citizen accounts, ensuring they better meet the needs of these target groups.
- Developed and administered surveys using the Kobo tool.
- Engaged directly with bank customers through phone calls to collect valuable feedback.
- Performed data analysis, compiled detailed reports, and provided data-driven recommendations

PERSONAL PROJECTS

Life coaching for young professionals**Jan 2024-Present**

- Organized a personal productivity workshop for 15 young Malawian professionals, equipping them with skills in goal setting, multiscale planning, and implementing a goal-tracking system within the Notion productivity app to stay on track. The workshop addressed the challenge of work-life balance and provided strategies to manage and prevent burnout.
- Conducted several one-on-one sessions with university students, recent graduates, and young professionals, offering guidance on navigating the workforce, managing academic responsibilities to achieve strong grades, and transitioning to independence from their parents’ households.
- Consulted for two startups founded by young Malawian entrepreneurs, advising on building and engaging beneficiary communities, organizing community events that attract funding, enhance community impact, and increase visibility, as well as setting up a centralized digital workspace to streamline employee, task, and goal management.

EDUCATION

Bachelor of Social Sciences**Jan 2016-Dec 2020**

University of Malawi: Chancellor College.

- Graduated with a GPA score of 3.66
- Majored in Economics and minored in Psychology

Diploma in Project Management**Ongoing**

Allison Online Courses

- Relevant coursework in how to write proposals, manage teams and plan organization projects.

Certificate in Financial Accounting**2015**

Malawi College of Accountancy

- Relevant coursework in business communications and financial accounting.

ADDITIONAL INFORMATION

- **Technical Skills:** WordPress website management tool, Mailchimp email marketing tool, Canva graphic design tool, Microsoft office package, Lime survey research tool, and Notion productivity and team management tool.
- **Languages:** English, Chichewa
- **Certifications:** Data analysis certification by Statsons Research Consultancy; Procurement, anti-fraud and corruption prevention certification by E-Square Consultancy services.

INDIVIDUAL QUALITIES

- Team player with the ability to lead and also be led for the benefit of the team with an understanding of multicultural contexts.
- Highly organized with good attention to detail, utilizing tools like the Notion personal productivity tool to ensure maximum productivity.
- Ability to learn complex topics coupled with an ability to learn fast.
- Ability to work under pressure and handle multiple tasks simultaneously whilst ensuring quality of work remains high.
- Self starter and willing worker regardless of whether duties lie within my Job description or not.

REFERENCES

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