

CURRICULUM VITAE

MASRO Komla Hanson
Togolese
Maried



Email : hmasro@yahoo.fr
Phone. +227 80 07 43 79
+221 77 742 0743
Niamey

25 YEARS OF EXPEIRENCE

- **JOURNALIST**
- **COMMUNICATION SPECIALIST**
- **LECTURER**
 - Coach
 - Team Management
 - Communications Manager (Internal, external and crisis Communication)
 - Digital Communication Specialist
 - Influencing Specialist
 - Communication Consultant
 - Coach in Media Training
 - Coach in Public Speaking
- **ADVOCACY & COMMUNICATIONS FOR CHANGE**

WORK EXPERIENCES

STRATEGIC COMMUNICATION MANAGER AT MILLENNIUM CHALLENGE ACCOUNT – NIGER (MCA-NIGER)

MAIN TASKS :

March 2018 up today

- Institutional communication and organisation's image protection and promotion,
- [web](#) site's and other other social media content production and management,
- Video production on MCA-Niger's projects,
- Advocacy and community mobilization of projects' beneficiaries (livelihoods, land and Gender issues),
- Rewriting and coordination of MCA-Niger's [newsletter](#)
- High profile events management,
- Speech writing for the General Director,
- Training of the staff in advocacy and communication techniques,
- Contribution to report production.

JOURNALIST, NEWS PRESENTER, BBC AFRIQUE, CONTENT PRODUCER FOR WEB SITE

MAIN TASKS :

August 2017-February 2018

- News gathering, rewriting and broadcasting on BBC radio
- Content production for BBC Afrique's web site and social media

REGIONAL COMMUNICATIONS COORDINATOR AT OXFAM (WEST AFRICA)

MAIN TASKS :

- Campaigns communications coordination on governance in extractive industries,
- Tax justice advocacy,
- Ebola Response,
- Coordination, rewriting and release (French, English) of the regional newsletter highlighting main activities from West and Central Africa representations,
- Production of success stories and video reportage on projects,
- PR and e-reputation to protect and defend Oxfam's image and reputation,
- Contribution to annual report,
- Contribution to concept note production

September 2014 - March 2017

COMMUNICATION CONSULTANT

- Definition of communication strategy
- Media Training,
- Public Speaking,
- Conflict management in organisations,
- Internal and external Communication,
- Institutional Communication,
- Crisis Communication

FULFILMENTS :

- Definition of Oxfam Mauritania's communication strategy,
- I facilitated trainings in communication techniques (Oxfam Benin, Burkina, Mali, CAR, Chad, Mauritania, and Senegal)
- I facilitated trainings organizational conflicts management

February 2011 up today

JOURNALIST, PRESENTER (RADIO), CONTENT PRODUCER FOR BBC AFRIQUE WEB SITE, HEAD OF SPORTS SERVICE AT BBC AFRIQUE

MAIN TASKS :

- News gathering, processing and live broadcasting
- Content production for BBC Afrique's web site and social media
- Sport Desk and correspondents' coordination
- Events planning and coverage monitoring

April 2010 - August 2014

LECTURER (in Journalism and Communications)

- CESTI (School of Journalism) Cheikh Anta Diop University Senegal
- ETICCA-Dakar (Business and communication school)
- EJICOM (Communication and Journalism school)
- I2M (Communication and Journalism school)

MAIN TASKS :

- I teach Communication Strategy class
- I teach News gathering and processing in Radio, TV, Print (Master students)
- I teach Media Ethics
- I teach Propaganda and Persuasion
- I teach Public Speaking
- I teach News Analysis from social, geopolitical, cultural and economic perspectives
- I teach Crisis Communication class

June 2010 - March 2018

PRESIDENT OF TOGO'S SPORTS WRITERS' ASSOCIATION

I led activities of the association and contributed tremendously to the training of its members.

March 2009 - April 2010

COPY EDITOR, HEAD OF NEWS GATHERING, AT RADIO LOME, TOGO

- I was in charge of the rewriting and the editorial compliance of the outputs broadcast on the national radio station. The scope of my work also covered planning and events programming.

January 2008 - April 2010

March 1994 - April 2010	<ul style="list-style-type: none"> ➤ I coached new colleagues to enable their integration and understanding of the standards and requirements of the newsroom ➤ I was in charge of news gathering and events coverage planning <p>JOURNALIST-NEWS PRESENTER & WEB CONTENT PRODUCER AT RADIO LOME</p> <ul style="list-style-type: none"> ➤ Gathering and news processing for broadcasting, ➤ Live coverage of sport and political events, ➤ I produced content for Radio Lome web site.
--------------------------------	--

EDUCATION

2022	PhD (on-going) in International Relations (Bircham International University)
2007	Master in Journalism, (Radio, Television, Print & Film), University of North Texas (UNT), USA.
1999	Bachelor in Journalism, Option: Radio from Centre d'Etudes des Sciences et Techniques de l'Information (CESTI), Cheikh Anta Diop University Dakar (Senegal)
1994	Bachelor in English (African Literature), Université du Bénin, now Université de Lomé (Togo).
1991	Baccalaureate (Literary), Nyékonakpoé High School, Lome, Togo

TRAININGS & SEMINARS RECEIVED

15-19 August 2020	Training on Persons Trafficking organized by MCA-Niger
5-10 September 2019	Training in Management based on Prince2, organized by UNOPS
January 2018	Training in fact checking and data journalism, in Dakar, organized Africa Check
April 2017	Training in Campaigns, Advocacy and Leadership (CALP), by Oxfam in Florence, Italy, and Johannesburg, South Africa.
November 2016	Regional workshop on implementation and evaluation of the African Mining Vision, organized by Oxfam in Dakar
July 2016	Regional workshop on Lessons learned from the Burkina model on mining revenues sharing, organized by Oxfam in Dakar
March 2016	Workshop on Fiscal Justice, by Oxfam in Dakar
January 2016	Regional workshop on Extractive Industries Governance in West Africa, organized in Dakar by Oxfam and Publish What you Pay (PWYP)
November 2015	Regional seminar on the status of the Implementation of ECOWAS policies and regulations in the mining sector, natural resources, organized by Oxfam in Dakar.
March 2015	Seminar for journalists on the political and legal framework on natural resources management, organized by Oxfam in Dakar. West Africa regional workshop on natural resources governance, by Oxfam in Dakar
May 2002	Certificate in Investigative Journalism, granted by the World Bank Institute

TRAININGS AND SEMINARS FACILITATED

10-11 March 2020	I facilitated training of MCA-Niger staff and partners in Crisis Communication
4-5 August 2018	I facilitated training of MCA-Niger staff and partners in internal and institutional communication
3-11 May 2017	I facilitated a workshop of Oxfam staff and partners (in Central African Republic and Mauritania) in communication and advocacy
24-25 April, 2017	Member of experts' team to prepare the new Strategic Plan of West Africa Democracy Radio (WADR) in Dakar.
January 2017	I coordinated and led the organization of the annual Oxfam West Africa communication team in Cotonou (Benin)
12-16 September 2016	I facilitated a workshop in communication for Oxfam Benin staff and partners, in Cotonou
19-21 July, 2016	I facilitated a workshop in communication for Oxfam Chad staff and partners at Ndjamena
17-18 March, 2016	I facilitated a workshop in communication for Oxfam and WFP Senegal staff and partners in Tambacounda
24, 25 March, 2016	I co-facilitated a workshop in the use of social media in campaigns for Oxfam Senegal staff and partners in Dakar
November 2015	I facilitated a workshop in communication techniques for Oxfam Senegal staff and partners in Saly (Senegal)
February 2015	I trained in Dakar (Senegal) journalists over the Governance in extractive industries in West Africa
June 2015	I successfully coordinated the communication campaign for the « 1% gold revenues » in Burkina to obtain the vote of a fairer law on extractive industries that benefits the communities

OTHER ACHIEVEMENTS

- Writing stories for Close Up (Oxfam America's Magazine)
- Editorial Coordination of Newsletter (Lettre du Gouverneur) of District 403 A1 of Lions Clubs
- Content preparation and facilitation for workshop (French and English) in Leadership (Crisis Communication, Public Speaking) for members of the Working Committee of Women, Youth, Peace and Security in West Africa and Sahel (UNOWAS)
- Creation of communication and sensitizing training tools for NGO EVE, Dakar (Senegal)
- Creation of communication training modules for Nigérien PR and Advertising Association (AACPN)

DOCUMENTARY FILMS AND SKETCHES

Rectifier le tir, film de campagne Oxfam sur gouvernance dans les industries extractives en Afrique de l'ouest <https://www.youtube.com/watch?v=-2dVMsjF-NU>

Right the wrong! Film de campagne Oxfam sur gouvernance dans les industries extractives en Afrique de l'ouest (version en Anglais)
<https://www.youtube.com/watch?v=a-uFjztfRD0>

Femme Moteur de développement, film Oxfam sur autonomisation de la femme en milieu rural au Sénégal <https://www.youtube.com/watch?v=yrlUgfeQL-M>

Le Compact, une lueur d'espoir, MCA-Niger's institutional film,
<https://www.youtube.com/watch?v=K-TFuJNdilc&t=76s>

Le Compact, une lueur d'espoir, MCA-Niger's advocacy film land and gender related issues (French, Haoussa, Djerma and Peul)
<https://www.youtube.com/watch?v=8xt71v0ciHg&t=58s>

PERSONAL QUALITIES

- Integrity/Impartial
- Proactive/Rigorous
- Well organised/Diplomat
- Strong analytical skills
- Flexibility/Adaptability/Dynamic
- Humble/Courteous
- Team spirit, capacity to meet tight deadlines and to work under pressure, and in a multicultural environment.

MANAGERIAL SKILLS

AT MCA-NIGER:

- Coaching of teammates through tailored capacity building sessions (Communication strategy, Digital communication, E-reputation)
- Training and induction for new colleagues on the organizational values and principles
- Contribution to conflicts management in the organization thanks to mediation and communications approaches

AT OXFAM:

- Coaching of Oxfam communications staff in West and Central Africa (Senegal, Benin, Ghana, Nigeria, Mali, Burkina Faso, Niger, Chad, CAR)
- Coordination of West Africa communication cluster during humanitarian crises
- Communication focal point during Ebola crisis in West Africa for Oxfam
- Lead of Oxfam West and Central Africa Communications teams

AT BBC AFRIQUE:

- Coordination of work of more than thirty sports correspondents worldwide
- Events coverage planning and dispatching of journalists on the ground
- Editorial quality and output controller for sports service
- Lead for briefings and debriefings on contents to sports stringers

AT RADIO LOME:

- Coordination of news room made up of fifty journalists
- Coordination of editorial meetings
- Dispatching of news gathering tasks
- Coaching of new colleagues in story production techniques and media ethics

EXTRA PROFESSIONAL ACTIVITIES

- Member of Lions Club International (Dakar Baobab)
- Member of Communication Commission of Lions Clubs, District 403 A1(West Africa)
- Head of Communication of Togolese Association of workers in international organizations (AFIT)

LANGUAGES SKILLS

LANGUAGES	Speaking	Reading	Writing
French	<i>Excellent</i>	<i>Excellent</i>	<i>Excellent</i>
English	<i>Good</i>	<i>Good</i>	<i>Good</i>
Spanish	<i>Conversational</i>	<i>Good</i>	<i>Fair</i>

COMPUTER LITERACY

Microsoft Office (Word, Excel, Powerpoint, Publisher 2007 et 2010),
Photoshop, Internet (Outlook, Adobe)

MAIN FULFILMENTS: Creation of modules for training, production and audio editing, photo editing, task and meetings plannings.

REFERENCES

Mr. Demba SEYDI

Regional Coordinator Francophone West Africa for Publish What You pay (PWYP)

Phone: (+221) 77 344 59 59
Skype: demba.seydi
Email : dseydi@pwyp.org

Mr. Isaac MASSAGA

Regional Director for Humanitarian Affairs (West Africa) at World Vision

Phone: (+221) 771489057
Email : imassaga@yahoo.fr

**Mr. Paul
AHOUISSOUSSI**

Former Programme and Acting Director Oxfam Mali

Phone: (+223) 79 03 38 76 / (+223) 60 38 40 60
Email : pahouissoussi@gmail.com