

DAWIT FELEKE

Project Manager | Video & Media Production

Felekedawit11@gmail.com · +251 970 437 830 · Addis Ababa, Ethiopia

PROFILE

Project manager and video producer with 4+ years delivering cross-functional programs and original media content across sports, education, and music, on time and under pressure. Produced and directed a documentary for the American Embassy in Addis Ababa on youth basketball development, presented to NBA Africa, the Ethiopian Sports Federation, and FIBA, and led production on “AFAR,” a documentary shot in Ethiopia's Danakil Depression in collaboration with Visit Oromia's travel ambassador. On the management side, negotiated institutional partnerships with NBA Africa and international embassies, rebuilt a record label's content pipeline, and grew a youth sports academy's TikTok presence from around 20 likes per post to 50,000+. Also run an education consultancy as founder since 2021, including Future Quest, a scholarship and visa platform serving 2,000+ students across 30+ countries. Comfortable owning the full chain on either side: scope, budget, timeline, and stakeholder alignment as a PM, or story, camera, and edit as a producer. Fluent in Agile and Kanban environments. Native Amharic, C2 English.

EXPERIENCE

Project Manager & Media Producer

Feb 2025 – Jan 2026

Carlos Thornten Sports Enrichment Center · Addis Ababa, Ethiopia

- ▶ A role split roughly 50/50 between project management and media production; took over the center's TikTok and social presence.
- ▶ Grew TikTok engagement from around 20 likes per post to 50,000+ shortly after taking over.
- ▶ Owned content strategy, filming, editing, page management, and analytics as creative producer, videographer, and editor.
- ▶ Led a team of 3: an editor, a creative director, and a digital marketing lead.

Special Project Manager

2022 – 2024

Carlos Thornten Sports Enrichment Center · Addis Ababa, Ethiopia

- ▶ Negotiated and closed 5 institutional partnerships with schools, embassies, and NBA Africa, securing full program funding and delivering sold-out training camps for 200+ youth athletes.
- ▶ Led cross-functional stakeholder management across all active partners, aligning branding, event logistics, and delivery on rolling sprint cycles with zero missed deadlines.
- ▶ Designed end-to-end programs from proposal writing to last-mile execution, coordinating 200 athletes and 20 coaches per event.
- ▶ Produced and directed “20 Years of Excellence,” an 18-minute documentary for the center, presented at the American Embassy in Addis Ababa to NBA Africa, the Ethiopian Sports Federation, and FIBA.

Project Manager (Part-Time)

May 2024 – Apr 2026

Pinnacle AI, a development, design & consulting agency · Remote

- ▶ Managed agency-side delivery across three concurrent client engagements, RIDE, beU delivery, and Solar 23, each delivered on schedule.
- ▶ Grew with the team to a peak of 20 members, coordinating cross-functional delivery across design, engineering, and strategy.
- ▶ Contributed to B2B marketing campaigns supporting client accounts, using HubSpot to plan and send outreach.

Freelance Video Producer

2025

Bana Records · Addis Ababa, Ethiopia

- ▶ Independently produced, shot, and edited short-form videos following my time as Head of Content & Communications, using a Sony FX3 and DaVinci Resolve.
- ▶ Fully produced “Beyond the Beat: The Bana Records Music Camp,” and contributed to “Behind the Mountain,” “Studio Confessions,” and “Empty Pages,” developing the story for two of the four.
- ▶ Released across Bana Records' Instagram.

Head of Content & Communications

2023 – 2024

Bana Records · Addis Ababa, Ethiopia

- ▶ Rebuilt the label's content pipeline, introducing Kanban-based workflows and release schedules that eliminated last-minute production chaos and grew international streaming reach.
- ▶ Directed a cross-functional creative team of 3 across concurrent release cycles, setting up quality gates and approval workflows that reduced revision cycles.
- ▶ Owned all content OKRs, including stream targets, release frequency, and audience growth, moving output to a consistent, deadline-driven cadence.

Founder & Managing Director

Jul 2021 – Present

Headway Travel Firm · Addis Ababa, Ethiopia

- ▶ Built a profitable education consultancy from zero, placing 100+ students across 20+ repeat institutional clients, profitable from year one with zero external investment.
- ▶ Managed end-to-end project delivery across visa processing, application timelines, and pre-departure logistics, handling concurrent active cases within a 3–6 month delivery window per student.
- ▶ Scaled from solo founder to a team of 7 by implementing Agile-style sprint planning to manage peak intake seasons and eliminate bottlenecks.
- ↳ **Future Quest — Scholarship & Visa Platform (quest-future.com)**
 - ▶ Led development from 2022 through its 2024 launch of a self-service platform helping students remotely find and apply to scholarships, study visas, and work permits.
 - ▶ Now serving 2,000+ students across 30+ countries, with \$4.2M+ in scholarships secured and a 96% visa success rate.

Group Leader & Project Coordinator

2019 – 2021

Wyzsza Szkola Gospodarki · Bydgoszcz, Poland

- ▶ Led a cross-cultural team of 8 people from 6 countries through a community health outreach program, planning workshops, coordinating with local clinics, and delivering public health education with no shared native language.
- ▶ Developed backwards-planning and scope-control instincts under real operational pressure that now underpin every project run since.

PROJECTS

Event Organizer & Video Production Team Head

May 2025

“AFAR” (Documentary), in collaboration with Michael Feleke, travel ambassador for Visit Oromia

- ▶ Organized and led production on “AFAR,” a documentary shot in Ethiopia's Danakil Depression, responsible for story development, travel logistics, filming, sound, editing, and color.
- ▶ Delivered on time despite heat, logistics, and access challenges; used as promotional material by Visit Oromia.
- ▶ Also produced additional social content for Michael Feleke's own channels; of his highest-performing posts (~1.5M TikTok likes, ~1M Instagram likes), 7 came from this collaboration.

Website Design & Development, Freelance

2026

Frame by Frame (Media Production Company) · Addis Ababa, Ethiopia

- ▶ Designed and deployed a full company website for Frame by Frame, a media production company, as an independent freelance engagement, handling the project end to end from build through launch.
- ▶ Sustained an average of 40–80 visits per month post-launch, with client feedback specifically praising the site's ease of navigation and usability.

SKILLS

Delivery Agile · Kanban · Sprint planning · OKR/KPI tracking · Stakeholder management · Risk mitigation · B2B marketing campaigns

Production Documentary filmmaking · Video production & editing · Premiere Pro & DaVinci Resolve · Sony FX3 · Photography

Tools Notion · Trello · Slack · Google Workspace · Dropbox · HubSpot · Website design & deployment

Social & Content Social media management (TikTok, Instagram) · Content strategy · Page management & analytics

Languages Amharic (native) · English (C2 proficient)