

*Personal
&
professional*
Portfolio

Dawit A. Feleke

Build | Lead | Deliver

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Who I Am

DAWIT A. FELEKE

PROJECT MANAGER

I'm a project manager and video producer who gets things built in places where nothing is standardized yet, whether that's a scholarship platform, a record label's content pipeline, or a documentary shot in extreme field conditions.

On the management side, I take vague goals, limited budgets, and mixed teams (often across countries and languages), then turn them into clear plans, working systems, and finished results on deadline. On the production side, that same instinct means developing the story, shooting it, and editing it myself, not just managing someone else's shoot.

I'm comfortable owning the full chain on either side: strategy, budgets, timelines, and stakeholder alignment as a PM, or story, camera, and edit as a producer, while keeping everyone moving in the same direction without unnecessary drama.

I've done it for tech and consulting agencies, education, music labels, youth sports with diplomatic partners, national tourism campaigns, and while running my own company.

The sector changes; the part I handle stays the same: make complexity simple and deliver what was promised.



What I Do

DAWIT A. FELEKE

PROJECT MANAGER

Former Project Manager
(Part-Time) At:

Pinnacle AI

Former Special Project
Manager At:

**Carlos Thornten Sports
Enrichment Center**

Former Head of Content &
Communications At:

Bana Records

Founder Of:

Headway Travel Firm

Studied Software Engineering At:

Addis Ababa University

Video & Photo Producer For:

**Bana Records, Carlos
Thornten & Visit Oromia**

Skills Snapshot

DAWIT A. FELEKE

PROJECT MANAGER

Strategic Project Management

- End-to-end planning, scheduling, risk & crisis handling
- OKR / KPI tracking
- Website design & deployment

Video & Photo Production

- Documentary filmmaking & short films
- Premiere Pro & DaVinci Resolve
- Sony FX3 production

B2B Marketing & Tools

- HubSpot outreach campaigns
- Trello, Slack, Notion, Google Workspace, Dropbox

Social & Content Strategy

- Social media management (TikTok, Instagram)
- Page management & analytics

International Experience

- Ethiopia, Poland, Germany & Sweden through work and education

Education

DAWIT A. FELEKE

PROJECT MANAGER

Bachelor of Science, Software Engineering

Addis Ababa University · 2017 – 2021

Studied Software Engineering, building the technical foundation I've applied across several projects since: leading development of Future Quest, a scholarship and visa platform, and independently designing and deploying a website for Frame by Frame. That same builder's instinct carried into video production, producing documentaries and short films for organizations including Visit Oromia and Bana Records.

During my studies, I was also selected for a competitive fellowship in Bydgoszcz, Poland, where I led a cross-cultural team of 8 people from 6 countries through a community health outreach program.

Project 1

DAWIT A. FELEKE

PROJECT MANAGER

Community Health Outreach Program

International + medical leadership (Bydgoszcz, Poland)

Company

Wyższa Szkoła Gospodarki – Bydgoszcz

Role

Group Leader & Project Coordinator

Fresh out of high school, no Polish, dropped into a flat with eight people from six countries. I ended up leading the team: planning workshops, translating flyers at 2 a.m., negotiating with clinics in broken English-Polish hand gestures, and somehow pulling it all off while still attending lectures.

What I Have Learned

How to lead without a shared native language, clarity, patience, and over-communication beat talent alone.

- Real empathy isn't theoretical: translating diabetes education for a grandmother who only speaks Polish forces you to simplify without dumbing down.
- Logistics eat creativity for breakfast if you let them, I got very good at backwards-planning and killing scope creep early.
- Small, consistent execution in the real world beats perfect plans every time.

It's not my biggest achievement on paper, but it's one of the few experiences that genuinely changed me. Those years in Poland put a permanent spark in me, one that still pushes me to seek diverse teams, unfamiliar environments, and projects that matter to actual people.

EUROPE



Project 2

DAWIT A. FELEKE

PROJECT MANAGER

“AFAR” — Documentary · May 2025

Company / Collaboration

Michael Feleke, travel ambassador for Visit Oromia, in collaboration with Guzopia

Role

Event Organizer & Video Production Team Head

Story development, travel logistics, filming, sound, editing, and color, full project coordination and team leadership under extreme field conditions.

Goal

Produce a high-impact documentary showcasing culture and tourism in one of Ethiopia's most remote regions.

Outcome

Successfully completed and delivered the film on time despite heat, logistics, and access challenges. Used as promotional material by Visit Oromia.

Also produced additional social videos for Michael Feleke along the way. Of his highest-performing posts, ~1.5M likes on TikTok and ~1M on Instagram, 7 came from this collaboration.

AFAR



Project 3

DAWIT A. FELEKE

PROJECT MANAGER

Content and Communications Head

Company

Bana Records · 2023 – 2024

Goal

I turned a very inconsistent, “when-we-feel-like-it” studio output into something reliable, deadline-driven, and visibly more professional, without killing the creative spark.

↳ Freelance Video Producer · 2025

Returned independently to shoot, edit, and produce short-form videos, 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 on Bana Records' Instagram.

Role & Outcome

Creative Director & Project Lead (first time in a proper label/studio environment)

I'd never worked inside a music label before, everything I knew came from the artist and freelance side. Walking in, the release schedule was basically a suggestion, shoots were planned the night before, and half the content never left the hard drive.

I built and ran the creative teams from scratch, put actual calendars in place that people started respecting, set up simple quality gates, and introduced lightweight workflows that didn't feel like corporate nonsense.

Project 4

Special Project Manager

Company

Carlos Thornten Sports Enrichment Center · 2022 – 2024

Goal

Make a grassroots basketball academy the default, most trusted youth sports partner for Addis Ababa's entire international community.

Role

I ran point on every outward-facing move and every partnership that required planning and delivery: branding, content production, media systems, event design, negotiating with partners, writing proposals, locking budgets, and making sure 200 kids and twenty coaches showed up on the right day with the right jerseys.

In 2024, I 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.

DAWIT A. FELEKE

PROJECT MANAGER



“Half my week was spent in calls and coffee meetings with school principals, embassy sport officers, and NBA Africa reps, turning casual ‘we should do something together’ messages into fully-funded, sold-out programs that put kids on courts they’d never otherwise touch.”

Project 4b

DAWIT A. FELEKE

PROJECT MANAGER

Project Manager & Media Producer

Company

Carlos Thornten Sports Enrichment Center · Feb 2025 – Jan 2026

What I Did

A role split roughly 50/50 between project management and media production. Took over the center's TikTok and social presence, owning 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.

Grew the account's TikTok engagement from around 20 likes per post to 50,000+ shortly after taking over, mainly on TikTok.

Project 5

DAWIT A. FELEKE

PROJECT MANAGER

Project Manager (Part-Time)

Company

Pinnacle AI, a development, design & consulting agency · May 2024 – Apr 2026

Client Work

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. Contributed to B2B marketing campaigns using HubSpot.

This was part-time, alongside other commitments running concurrently. The RIDE engagement was the most demanding stretch of my career, keeping everything on schedule at once took real discipline and prioritization, but every project still landed on time.

Business

DAWIT A. FELEKE

PROJECT MANAGER

Headway Travel Firm

Full Business Operation Launch · Founder & Owner · 2021 – Present

Educational travel + consultancy company built from zero. Specializes in custom study-abroad programs, faculty-led trips, and cultural immersion for international schools & universities.

- Manages team of 7
- 100+ groups & students delivered
- 20+ repeat institutional clients
- Profitable since year one, zero debt or investors

It's the side of my life that pays bills while I do everything else. Still opens every day, still mine.

Independent Projects

Future Quest – quest-future.com

Led development from 2022 through its 2024 launch. Now serving 2,000+ students across 30+ countries, with \$4.2M+ in scholarships secured and a 96% visa success rate.

Frame by Frame – Freelance, 2026

Designed and deployed a full company website for this media production company. Sustained 40–80 visits/month, with client feedback praising ease of navigation.

Where I'm Going

My to-do list only has one permanent item: “what's the next mountain we're moving?”

Let's connect

DAWIT A. FELEKE

PROJECT MANAGER

Email

Felekedawit11@gmail.com

Phone

+251 970 437 830