

## FIDELITE NSHIMIYIMANA

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### PROFESSIONAL SUMMARY

Strategic communications and advocacy leader with over 16 years' experience shaping high-impact, rights-based campaigns across Africa, with a strong focus on health, economic justice, disability inclusion, and feminist development. Proven expertise in developing and executing continental communications strategies, driving public outreach, and positioning organizations as thought leaders in the international development arena. Multilingual (English, French, Kiswahili) with a track record of delivering regional visibility, media influence, and organizational transformation. Experienced in internal and external communications, strategic media relations, and event management with governments, donors, and multilateral institutions.

### CORE COMPETENCIES

- Regional Communications Strategy & Public Outreach
- Media Relations & Thought Leadership Content
- Event Planning (In-person, Hybrid, Virtual)
- Internal Communications & Staff Engagement
- Strategic Storytelling & Advocacy Content Production
- Budget Planning & Resource Mobilization
- Multilingual Stakeholder Engagement (English, French, Kiswahili)
- Crisis Communication & Risk Mitigation
- Leadership & Cross-Regional Team Management
- Inclusive Development & Disability Rights Advocacy.

### PROFESSIONAL EXPERIENCE

African Forum & Network on Debt & Development (AFRODAD)

*Campaigns & Communications Manager | 2021 – Present*

- Designed and executed AFRODAD's multi-regional communications strategy, aligning with organizational goals in economic justice, health, and inclusion.
- Increased organizational visibility with a 2,900% rise in media coverage and 5,600% social media reach growth.
- Positioned the organization as a continental thought leader by drafting and commissioning op-eds, blogs, and multimedia storytelling.
- Planned and executed high-level advocacy events and campaigns in 17 African countries, engaging governments, donors, and civil society.
- Acted as senior leadership team member, advising on strategic communications and public positioning.
- Managed communications budgets and resources to achieve regional impact.

- Oversaw crisis communications in collaboration with safeguarding teams.
- Led internal communications efforts, ensuring effective information flow across teams.

#### *Information & Media Coordinator | 2017 – 2020*

- Managed integrated communications strategies across Africa, delivering inclusive and accessible messaging.
- Oversaw digital platforms and content production, building strong journalist networks.
- Developed media relations strategies to increase advocacy visibility and influence.
- Led socio-justice campaigns.

#### *Christian Blind Mission (CBM)*

##### *Program Officer | 2012 – 2013*

- Strengthened disability-inclusive development programs by integrating authentic lived experiences.
- Developed communications products and storytelling reports to highlight community-level impact.
- Liaised with donors and partners to ensure effective communications and program visibility.

#### *Ecumenical Pharmaceutical Network (EPN)*

##### *Communications Officer | 2015 – 2016*

- Translated complex pharmaceutical and health content into accessible communication for public use.
- Documented success stories and raised partner visibility across African countries.

### **CONSULTANCY EXPERIENCE**

#### *African Women's Development and Communication Network (FEMNET)*

##### *Communications & Membership Engagement Officer | 2009 – 2012*

- Led media engagement and communications for regional feminist and disability campaigns.
- Strengthened member engagement and developed inclusive content for advocacy.

#### *Oxfam in Kenya*

##### *Media & Communications Consultant | Jan – Feb 2020*

- Enhanced visibility through media partnerships and safeguarding-aligned storytelling.
- Produced accessible communication tools, including press releases and video scripts.

## KEY INITIATIVES & IMPACT

- Founder, AFROMEDI flagship: Media training platform for 600+ journalists in 35 African countries.
- Founder, M-DNA Network: Journalist coalition (188 members) focused on development reporting.
- Executive Producer of Debt Palaver, a film advancing public understanding of economic justice.
- Led a People's Tribunal, a creative public moot court allowing victims of regressive policies to share testimonies and influence policy.
- Concept developer for high-impact advocacy campaigns across East, Central, West, and Southern Africa.
- Daystar Yakuti Award for Service Leadership (2008).
- Recognized for outstanding performance (2016, 2019).

## EDUCATION

- Master of Arts in Development Studies (Ongoing) – Management University of Africa| 2025-2026
- Master of Arts in Communication for Development – Daystar University|2012
- Bachelor of Arts in Communication / Public Relations – Daystar University| 2009

## CERTIFICATIONS

- Strategic Advocacy & Influencing – INTRAC (Oxford, UK)
- Social Media for Communicators – Aga Khan University
- Project Management – Management University of Africa
- Leadership Communication, Influence Skills, Canva Essentials, Leadership Foundations – LinkedIn Learning
- Leadership & Management – Swiss E-Learning Institute
- Proposal Writing – AMREF
- Global communications-

## REFERENCES

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