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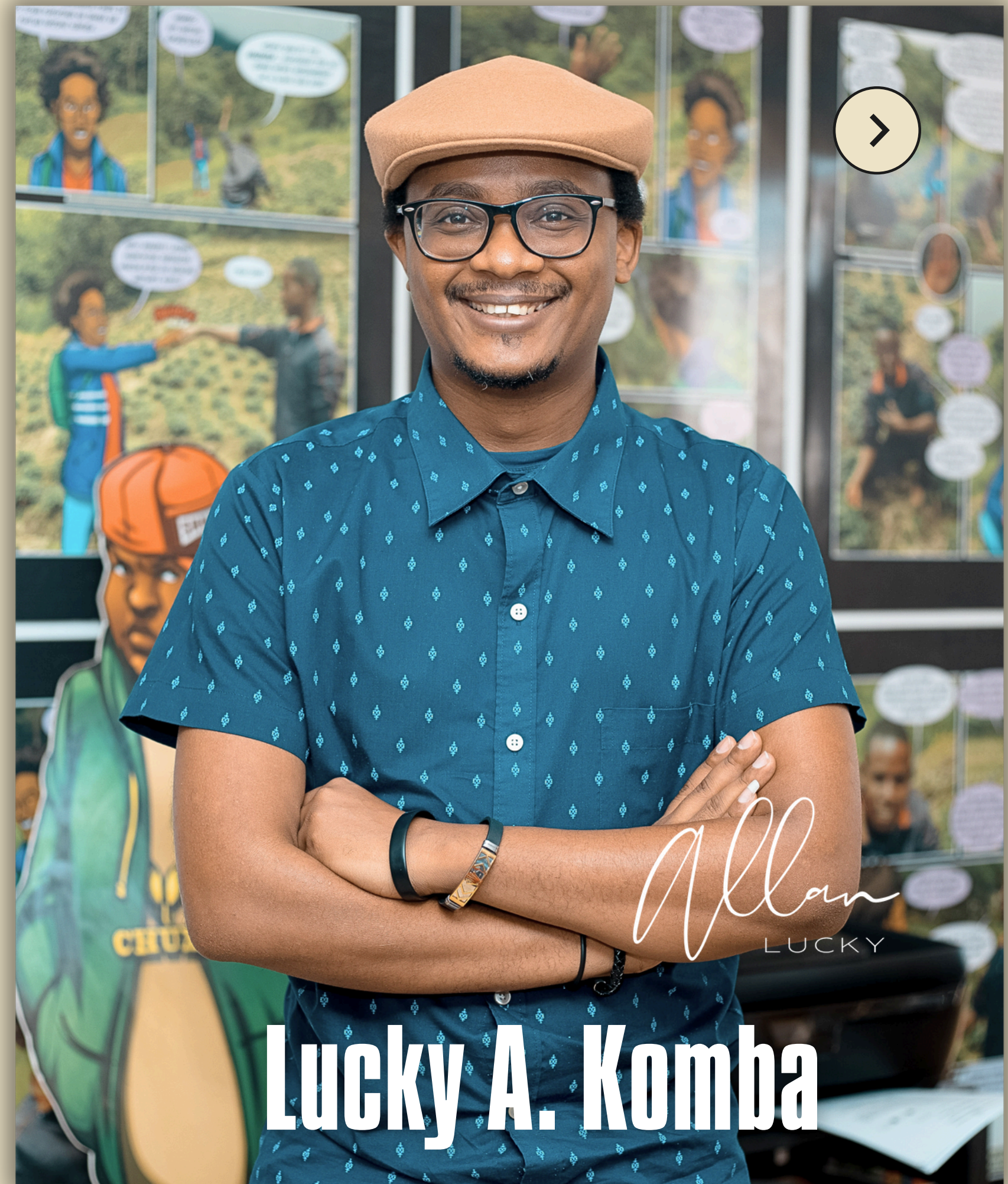
Consultant: **Strategy & Execution**

- All things media (traditional and digital).
- Social and Behaviour Change Communications (SBCC).
- Project/Program/Brand Management

Lucky Komba (a.k.a Allan Lucky) is a seasoned multimedia producer, communications strategist, and experiential marketing expert with 15+ years of experience across commercial, social enterprise, and non-profit sectors.

His work centers on youth engagement, development, and community empowerment, using storytelling and innovative communication strategies to drive social impact.

An Obama Foundation Leadership Program alumnus, Lucky brings proven expertise and passion to organizations seeking to design and implement impactful youth-focused initiatives.





- Over 15 years of experience in marketing, media, and communications.
- Expertise in experiential marketing, storytelling and social and behavior change communications.
- Proficient in television, radio, print, digital media, events and outreach.
- Specializes in young people and community/human development.
- Strong background in strategy design, project management, brand/business development and management.
- Skilled in media, communications, marketing, leadership, programs, partnerships, business development and client management.

Value Proposition

I offer you over a decade of diverse experience in media, communications, and marketing.

I have a strong track record in project management, partner relationships, content creation, and team leadership.

I have achieved results across various sectors, including commercial, non-profit organizations, and social enterprises.

I am passionate about youth engagement, advocacy, and creating social impact.

I am dedicated to providing strategic consulting services tailored to clients' needs.



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Key Skills

Media Production (Audio, Visual, Print, Digital)

Communications & Social Behavior Change

Communications (SBCC)

Marketing (Experiential & Digital)

Youth Engagement & Advocacy

Brand/Product Development & Management

Strategy Design & Implementation

Storytelling, Copywriting, & Scriptwriting

Project/Program Management

Partner & Client Relationship Management

Content Creation & Campaign Management

PR & Advocacy

Event Management & Outreach

Monitoring, Evaluation, and Learning (MEL)

Team Management & Training

Leadership

What I Can Offer You

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Media Production:

- Multimedia Content Creation: Development and production of high-quality audio, visual, print, and digital content.
- Storytelling & Scriptwriting: Crafting compelling stories and scripts for various media formats, including TV, radio, digital platforms, and print.
- Content Management: Curating and managing content libraries for efficient distribution and accessibility.

Communications:

- Strategic Communications Planning: Designing and implementing communication strategies to amplify reach and impact, aligned with organizational goals.
- Social and Behavior Change Communications (SBCC): Creating and executing SBCC programs to influence positive behavior changes within communities.
- Public Relations & Advocacy: Managing public relations campaigns and advocacy initiatives to build brand reputation and influence public opinion.



What I Can Offer You

Marketing:

- Experiential Marketing: Planning and executing immersive marketing experiences that engage consumers and create lasting impressions.
- Digital Marketing: Utilizing digital platforms for targeted marketing campaigns, including social media management, SEO, and online advertising.
- Brand Development & Management: Building and managing brand identities, ensuring consistency and resonance across all touchpoints.

Youth Engagement:

- Youth Programs & Campaigns: Developing and managing programs targeting youth, focusing on education, health, financial fitness, entrepreneurship, and governance.
- Mentorship & Training: Providing mentorship and training for young people in media, communications, and marketing to empower and develop future leaders.



What I Can Offer You

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Project & Program Management:

- Project Execution: Overseeing end-to-end project execution, ensuring successful delivery within scope, time, and budget.
- Program Implementation: Managing all aspects of program implementation, including planning, coordination, and evaluation.

Additional Services:

- Partner & Client Relationship Management: Building and maintaining strong relationships with partners and clients to ensure collaboration and satisfaction.
- Events & Outreach: Organizing and hosting events and outreach activities to engage with communities and promote initiatives.
- Measurement, Evaluation, and Learning (MEL): Developing frameworks for monitoring and evaluating the impact of campaigns and programs to drive continuous improvement.



What I Can Offer You

Specific Project Types:

- Skilling Programs/Projects: Developing and implementing skill-building programs for micro-entrepreneurs and young professionals.
- Experiential Marketing Projects: Designing and executing experiential marketing campaigns for brands and products.
- Behavioral Change Initiatives: Leading and managing projects aimed at influencing behavior change in various sectors, including health, governance, and financial fitness.



Portfolio: Notable Projects & Achievements

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2009 - 2014: Created and hosted 250+ television edutainment programs for high schools in East Africa, driving educational reforms at government, school, teacher, parent, and student levels.



2014 - 2021: Produced a highly impactful multimedia communications youth brand (100+ comic magazines, 400+ radio programs, 10+ million social media engagements) in Tanzania and Kenya, dedicated to driving behavioral change and improving lives and livelihoods.



2021 - 2022: Managed and produced a MESH network brand called Skills Lab, focused on delivering essential skills to micro-entrepreneurs in East Africa, overcoming the barriers they face due to the lack of formal business education through 80+ entrepreneurial videos, and 500K+ social media engagements.



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Portfolio: Notable Projects & Achievements

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2019 - 2022: Created a digital storytelling social media brand that captures the realities of African youth, highlighting their vulnerabilities, motivations, opportunities, and strengths. 200+ stories of hustle, inspiration, and influence from various young Tanzanians were shared online.



2020 - present: Been a part of award-winning storytelling initiative that works in the SBCC area for young people, featuring animations, radio dramas, and comics. 100+ animations created during this period.

And currently building....



2025 - present: A multi-media channel that empowers youth to become confident problem-solvers by connecting them with knowledge, skills, and mentorship from experienced voices across industries. 12 episodes, 3 skilling events, in counting.



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Partners & Their Campaigns

Worked successfully on media, communications and marketing with these partners...

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Social and behavior change communication campaigns (2014 - 2022):

- Agriculture campaign partners: Vodacom, YARA EA Cup, Africa Soil Health Consortium, Bill & Melinda Gates Foundation, One Acre Fund, International Livestock Research Institute,
- Health campaign partners: Bill & Melinda Gates Foundation, CIFF, EGPAF, Fhi360.
- Education campaign partners: EQUIP
- WASH campaign partners: HDIF
- COVID campaign partners: AMREF
- Governance campaign partners: TWaweza, The Hewlett Foundation, Hanns Seidel Foundation, International Republican Institute.
- Financial fitness campaign partners: Mawingu Kenya, GIZ, Strive, CFYE, Unilever, and UAP Old Mutual

Experiential marketing campaign partners (2005 - 2014):

- Airtel, Vodacom, Coca-Cola, NBC, Whitedent, Nokia, Unilever, and TBL.



Professional Experience

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YEARS ACTIVE: 2005 - PRESENT



- Youth Podcast, Training & Mentorship Program (2025-Present).



- Seasonal Program Manager at Shujaaz Inc. (2023-present)



- Board Member at Tai Tanzania (2020-Present).



- Brand Manager, Skills Lab at Shujaaz Inc. (2021-2022).
- Partnership Account Executive & Tanzania Lead at Shujaaz Inc. (2020-2021).



Professional Experience

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YEARS ACTIVE: 2005 - PRESENT



- Multimedia Consultant at John Snow Inc (2018).



- Executive Producer & Radio Presenter at Well Told Story Tanzania (2018-2020).
- Country Producer & Radio Presenter at Well Told Story Kenya (2014-2017).



- Social Media & Digital Consultant at MeTL (2013-2014).



- Media Producer, Host & New Media Facilitator at East Africa Television Ltd (2009-2014).



- Project Manager & Event Host at Integrated Communications Ltd (2005-2008)



Education, Certifications & Trainings

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- Bachelor's Degree in Business Administration - University of the People (2020 - 2024).
- Undergraduate Certificates in Strategy, Finance, Entrepreneurship, Accounting, and Marketing - University of the People (2021-2024).
- Certificate in Leadership, The Obama Foundation (2018-2019).
- Microsoft Office 365 Certificate, Computer Learning Center (2018).
- Project Management & Result-Based Monitoring & Evaluation Certificate, Africa School of Project Management (2016)
- Advanced Diploma in Computer Science, The Institute of Finance Management (2005-2008).
- Numerous short courses, and training, in various areas i.e., media production, project management, communications and leadership (2005 - 2020).

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Work With Me

PROFILE

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