



# MALIK S. LIZINDE


PRODUCT MANAGER, MARKETER &  
OPERATIONS

## WORK EXPERIENCES

 malikshaffy@gmail.com

 0788305829

 lizinde.com

 Kigali, Rwanda

### ANDELA

Direct and coordinate the company's operations function in Rwanda. responsible for improving performance, productivity, efficiency, and cost-effectiveness through the implementation of effective methods and strategies across all fronts of the Operations and Andela business as a whole. As Head of operations I created and implemented new Andela Rwanda operations model for 2020. I implemented Andela operations expansion plan. I Manage government relationships and all other stakeholders. Manage day to day facilities ensure that we provide world in class office.

### GIRL EFFECT RWANDA

Girl Effect is a non-profit that builds youth brands and mobile platforms to empower girls to change their lives. In Rwanda, Girl Effect runs Ni Nyampinga, a brand delivered as a magazine, a radio show and drama, and a suite of digital platforms. As director, I manage the team, the budget, and the programmes under Ni Nyampinga; through the editorial and production, and distribution process.

Work with Girl Effect country director in the leadership on the organisation and

### GIRL EFFECT LONDON

London houses Girl Effect's headquarters office which provides overall leadership of the organisation. The team in London provides technical expertise to all countries, manages global partnerships, and sets strategic planning and vision. During my time in London, I managed a portfolio of media brands, supporting product development and sustainability planning for Nigeria, Rwanda and Tanzania; I was one of main lead of setting up Girl Effect Tanzania's youth brand.

### GIRL EFFECT RWANDA

Since launch in 2012, GER's brand of Ni Nyampinga has grown to become a leading source of inspiration, for youth and communities. With its magazine (100,000 copies quarterly), we have created Rwanda's largest distribution channel, through a network of 30 brand ambassadors who deliver copies in 7 days through 1,500 outlets. From a project manager to an associate in the design innovation department, to managing distribution and partnerships, to heading the marketing and digital department, and now brand director, I have touched every aspect of the growth of Ni Nyampinga and witnessed transformation – from which I have learned many lessons.

### CHAP CHAP FOOD

Chap Chap is a community-inspired food brand. Within two years, we launched two branches in Kigali and hosted multiple social events. We partnered with different creatives in Rwanda and repositioned the food culture.

### IYUGI

Iyugi is a creative company specialising in products design, media and event production, and art management. We consult with individuals and organisations to design the spaces, create products, and enhance brands.

### HEAD OF OPERATIONS

August 2019 – Present

### BRAND DIRECTOR

Jan 2019 – July 2019

### SENIOR MANAGER, MEDIA PORTOFOLIO

May 2018 – Dec 2018

### HEAD OF MARKETING & DIGITAL

May 2017 – May 2018

### DISTRIBUTION & PARTNERSHIP MANAGER

June 2017 – May 2018

### ASSOCIATE MANAGER, DESIGN INNOVATION

June 2013 – May 2015

### NI NYAMPINGA PROJECT MANAGER

June 2010 – May 2013

### FOUNDER AND DIRECTOR





June 2016 – Current

### CO-FOUNDER

February 2015 – Current

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### INNOVATION VILLAGE

Village is a design consulting firm. Through its innovative projects, I assisted in the design and construction of Shokola Café, worked on several product development projects with MTN Rwanda, among others, and research projects on marketing and distribution infrastructure.

### DESIGNER & PROJECT LEAD

OCT 2010 – Nov 2011

### GOETHE-INSTITUT

Goethe-Institut is Germany's international cultural exchange institution. At its Kigali regional office, I assisted the director in general office management and worked on developing and strengthening local cultural community, press, and artist relationships. Responsible for the design, management, and marketing of cultural events and seminars.

### ASSOCIATE DIRECTOR

Sept 2009 – OCT 2010

## EDUCATION

### MOUNT KENYA UNIVERSITY

Bachelor's degree in Business Information Technology, with specialisation in Business Development and IT Project Management.

### BUSINESS INFORMATION TECHNOLOGY

Mar 2012 - June 2016

### SOS, HERMAN GMEINER

High School Diploma in Computer Science. Graduated among top performers and worked as a teacher (IT) for 9 months.

### COMPUTER SCIENCE STUDENT & IT INSTRUCTOR

Oct 2005 - Aug 2009

## VOLUNTEER EXPERIENCE

### YOUTH LITERACY ORGANISATION

YouLI is a non-profit NGO working to promote reading, writing and creative skills, with a mission to foster literacy and learning as a lifelong process.

### MEMBER, BOARD OF DIRECTORS

Mar 2013 – May 2016

## REFERENCES

### EMMA ROSCOE

Africa Regional Director, Girl Effect

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E : emma\_roscoe@hotmail.com





### COLMAN CHAMBERLAIN

Global Managing Director, Unreasonable

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E : colman@unreasonablegroup.com

## SKILLS

Project management	
Creative Direction	
Products Design	
Marketing	
Brand Management	
Budget management	
Facilities	
Operations	