



# Diana Kalitera

**Executive Director and Founder of The Makazi Foundation**, where she leads a team of over 90 volunteers to deliver psychosocial support, holistic education, and vocational training to more than 2,500 youth across multiple communities. With over eight years of experience in teaching, brand strategy, marketing, and content development across the nonprofit, tech, beauty, fashion, and education sectors, she unites creative vision with strategic leadership to drive sustainable impact. A **YALI alumna**, **World Food Forum (FAO) Youth Representative**, and emerging **ICF Coach**, she is recognized for mobilizing communities, advancing youth empowerment, and championing emotionally intelligent, well-rounded leadership. Her work embodies a commitment to transforming poverty into pathways for purpose and opportunity.

## SKILLS

- Strategic Planning & Team Leadership
- Non-profit & Educational Programming
- Project & Stakeholder Management
- Presentation & Public Speaking
- Brand Identity & Awareness Strategy
- Social Media Strategy & Content Marketing

## PORTFOLIO AND PROFILE

- <https://www.linkedin.com/in/mwaidianakalitera/>
- [www.themakazifoundation.org/](http://www.themakazifoundation.org/)
- [www.mwaidianakalitera.com/](http://www.mwaidianakalitera.com/)

## EXPERIENCE

### ● Executive Director

*The Makazi Foundation, Malawi (Remote) | July 2022 - Current*

- Founded and lead The Makazi Foundation, a youth-focused nonprofit dedicated to psychosocial support, holistic education, and vocational training.
- Mobilized and managed 90+ volunteers, creating structured programs to empower vulnerable youth and children.
- Reached 2,500+ beneficiaries through initiatives addressing emotional well-being, life skills, and economic empowerment.
- Developed and implemented strategies for community engagement, and partnerships with local and international stakeholders.
- Advocate for inclusive, culturally relevant education that integrates emotional intelligence, skills training, and mental health awareness across over 8 locations/communities.

### ● Brand & Marketing Strategist

*Data-Driven Creativity, Uganda (Remote) | July 2023 - Current*

- Partnered with over 20 startups, SMEs, and personal brands to develop brand identities, content strategies, and storytelling frameworks aligned with long-term growth.
- Delivered high-converting copy for websites, blogs, social media, and marketing campaigns, helping clients boost visibility and engagement.
- Applied data-driven insights and market analysis to refine messaging and ensure brand authenticity.
- Guided clients through brand narrative development, clarifying vision, mission, and positioning for competitive advantage.
- Supported clients in over 4 industries; including, beauty, fashion, and real estate to scale their presence, strengthen brand awareness, and deepen customer loyalty.

### ● Creative Director

*Filatov, Germany (Remote) | January 2023 - June 2023*

- Conducted comprehensive market research to inform strategic decision-making and brand positioning.
- Collaborated with over 3 fashion designers to create seasonal collections aligned with brand values.
- Orchestrated marketing content creation, ensuring alignment with brand vision and messaging.
- Managed over 5 relationships to streamline production processes and

- Data-driven Decision Making
- SEO Copywriting & Storytelling
- Design and Video Editing

maintain quality control.

### ● **Head of Marketing (Volunteer)**

*Lions Club International, Blantyre, Malawi | April 2021 - April 2022*

- Spearheaded 3 outreach campaigns and built partnerships that increased event attendance, strengthened donor engagement, and expanded Lions Club International's local visibility.
- Led and mentored a team of 4 Marketing Officers, guiding strategy and execution to deliver cohesive, high-impact campaigns.
- Coordinated with committees to align PR and digital content, leveraging social media and stakeholder management for consistent branding.

### ● **Performing Arts Teacher**

*St Andrew's International Primary School, Malawi | January 2021 - December 2021*

- Integrated Performing Arts into the curriculum, fostering confidence, awareness, respect, and empathy among students.
- Planned and delivered engaging lessons for diverse classes, tailoring content to meet varying needs of classes of 25 children ages 3-12.
- Implemented effective behavior management strategies to foster positive interactions in over 14 classes.

### ● **Media Centre Support Teacher and Marketer**

*St Andrew's International Primary School, Malawi | October 2014 - December 2020*

- Developed engaging marketing concepts and graphics for publications using Adobe Photoshop, InDesign, and Lightroom.
- Delivered comprehensive lesson plans for Library and Computing classes, catering to 25 children aged 3-12.
- Catalogued hundreds of books with the Oliver Library Management System, enhancing resource accessibility.

## ACCOMPLISHMENTS

### **World Food Forum 2025 - Youth Representative** - *FAO Headquarters, Italy*

- Represented Malawian youth in global food systems dialogues, voicing local challenges to an audience of 50+ international delegates.
- Contributed to policy recommendations on sustainable agriculture and youth inclusion, influencing proposals reviewed by 100+ stakeholders.

### **Young African Leadership Institute - Civic Leadership Program Recipient 2024** -

*University of Pretoria, SA*

- Completed intensive civic leadership training, focusing on governance, community impact, and project design.
- Applied learnings to scale the Makazi Foundation, mobilizing 90+ volunteers and reaching 2,500+ youth with educational programs.

## EDUCATION

- Associate Certified Coach in General Coaching  
*International Coaching Federation, Kentucky, USA Expected in January 2026*
- Bachelor of Arts in Business Administration  
*University of Hertfordshire, Hatfield, England January 2020*  
GPA: First Class Honors
- Associate of Arts in Marketing  
*Chartered Institute of Marketing, United Kingdom, United Kingdom January 2018*

## CERTIFICATIONS

### **Climate Leadership for Community Action - Digital Opportunity Trust - 2025**

- Strengthened my ability to integrate sustainability and community resilience into leadership initiatives, empowering local action on climate adaptation and environmental stewardship.

### **Digital Marketing - Hubspot - 2025**

- Certified in SEO, analytics, content strategy, and online advertising; skilled in using digital tools to drive brand visibility and engagement.

## LANGUAGES

- English

## SOFTWARE



Canva



Google Workspace



InShot/CapCut



Google Analytics



Wordpress (Elementor)

## REFERENCES

Available Upon Request