

GIZACHEW MEKU

Digital Writer and Web Developer

CONTACT

- +251900923548
- zakydev8@gmail.com
- Lideta, Addis Ababa, Ethiopia
- <https://zachfolio.vercel.app>

PROFILE SUMMARY

Public Relations graduate with content, reporting, and web development skills. Experienced in course creation, research, and strategic messaging.

Let's add a value a bit more together.

EDUCATION

2021 - 2024/25
ADDIS ABABA UNIVERSITY

- BA in Public Relations and Strategic Communication
- CGPA: 3.86 / 4.00

SKILLS

- Content Development
- Research (ICP, ...)
- Fundamental video editing
- Efficient AI and Tool usage
- Prompt Engineering
- Social Media and website copywriting
- Website development (code)
- Leads data collection

LANGUAGES

- English: Intermediate - fluent
- Geez: Basic
- Amharic: Fluent

WORK EXPERIENCE

Ethiopian Electric Utility, Addis Ababa MARCH 2023 - JULY 2023
PR Intern

- Addressed communication gaps by crafting strategic content and managing social media to strengthen public engagement and brand reputation.

Amplitude Ventures AS, Norway - Stavanger MAY 2025 - MARCH 2026
Remote Copywriter, Course Developer, ICP Researcher and Data Collector

- Solved content inefficiency by developing AI-driven courses and targeted messaging, while conducting ICP research to align content with audience needs.

Future Hopes Private School, Addis Ababa APRIL 2025 - JULY 2025
Spoken and written English Teacher

- Addressed language barriers by delivering spoken and written English instruction, improving students' communication confidence and comprehension.

Emagn Community Forum Platform DEC 2024 - CURRENT
Front end developer - side and convenience based project

- Solved poor customer buying experience by building a high-performance front-end web app with API integration and user-centric optimization for business and admin design prototypes.

Ethiopian News Agency MAY 2026 - JULY 2026
Junior English Reporter

- Addressed lack of international accessibility by reporting daily news, writing feature stories, and translating content for a global audience.

CERTIFICATIONS

Coursera Resume

- <https://bit.ly/3XKCVoQ>

Portfolio webiste

- <https://zachfolio.vercel.app/>



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ADDIS ABABA UNIVERSITY



FORM 035/77

April 02, 2025



UNIVERSITY REGISTRAR

TO WHOM IT MAY CONCERN

This is to certify that

GIZACHEW MEKU FENTA

graduated from College of Social Sciences, Art & Humanities

With Bachelor of Arts Degree

In Public Relations and Strategic
Communication

(Major CGPA 3.89 & Overall CGPA 3.86)

(Very Great Distinction)

on February 27, 2025

with exit Exam result Pass taken in February 2025

This certificate of graduation has been given pending the issuance of actual diploma and transcript which will be given after the completion of the obligation stated in the cost sharing scheme.

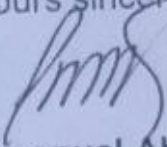

UNIVERSITY REGISTRAR

04/08/2025

To Whom It May Concern

I write this recommendation letter on behalf of Gizachew Meku. It is my pleasure to write this recommendation letter to Gizachew. I came to know Gizachew when I was his under graduate instructor for the course **Fundamental of Advertising, Social Marketing and Behavior Change Communication, Public Relations and Ethics, Selected topics in PR, Media monitoring and evaluation, corporate communication planning and management and Ethiopian Colloquium in PR**. His overall intelligence is also reflected in his grades for the courses, which were by far the best in the class. He was unquestionably an exceptional student in the class. His course work suggests that he would greatly benefit from the opportunities for intellectual and professional development provided by a sustained period of study and work experience. He has proven himself to have the perseverance, initiative, and intellectual creativity necessary. I would therefore, highly recommending Gizachew for his future carrier development. If his performance in my class is a good indication of how he would perform as a UG student, he would be an extremely positive asset to your institute. If I can be of any further assistance, or provide you with any further information, please do not hesitate to contact me.

Yours sincerely,



Amanuel Abdissa (Laureate in Journalism and Media and Assistant Professor in Public Relations and Strategic Communication at **AAU, Media and Communication School**)

E-mail: amanuel.abdissa@edu.aau.et
amanuel62denu@gmail.com

alternative e-mail: