

# AYUK BESONG ANNE-CHANTAL

ayukie2000@yahoo.fr

060 875 0857

[linkedin.com/in/ayukannechantal](https://www.linkedin.com/in/ayukannechantal)

## Summary

High-performing multi lingual communications professional with integrity, leadership skills and over 20 years of experience across multiple communications fields. Youth development mentor, project manager, freelance writer and Sickle Cell Disease information advocate. Works great under extreme stress and deadlines.

## Experience



### **Communications Consultant (senior level)**

UNESCO, Paris

March - June 2024

- Designed and implemented communication campaigns for major Intergovernmental Hydrological Programme (IHP) events, including World Water Day 2024, the 10th World Water Forum and the 26th Intergovernmental Council of the Intergovernmental Hydrological Programme, contributing to the success of UNESCO's participation in these events.
- Managed the IHP's social media pages, created social media content and wrote articles for the web, strengthening the online presence of UNESCO's Division of Water Sciences and the IHP, and increasing the number of social media followers to 15 thousand.
- Raised awareness of the work of UNESCO's Division of Water Sciences in the field of freshwater management by contributing to the preparation of powerful outreach materials, such as presentations, web articles and multimedia content, which highlighted the IHP's initiatives and achievements, in order to raise awareness and inform the public.
- Developed information and communication materials for the ninth phase of IHP (IHP IX), such as brochures and leaflets related to the priority areas, the working groups and the UNESCO Water Family, in English and French, including the preparation of text/content, identification of appropriate images and graphics, in close collaboration with the UNESCO communication team and graphic designers for the production of these materials.
- Created the communications plan for the 50th anniversary of UNESCO's IHP to be celebrated in 2025.



### **Associate Project Officer for Communications**

UNESCO

August 2021 – August 2023 (24 months)

- Improved the overall communications of the Division of Water Sciences and the Intergovernmental Hydrological Programme (IHP) through a more audience focused external communications strategy that used social media, web and offline journalism to disseminate easy to understand water information pulled from top hydrological scientific content. This facilitated audience engagement and understanding of key issues on global freshwater access, management and governance.
- Increased internal communications on water related issues through a robust internal communications plan that targeted staff, UNESCO Water Centres, Chairs and Member States of UNESCO, using bulk emailing, internal news and events news circulation systems like SharePoint, internal screen projections and text-based publications to share information on the work done by the Water Sciences Division and other UNESCO sectors on freshwater access, management, governance, or on other related themes.

- Increased the social media following of the UNESCO Water family by 70% through strategic post sharing on a range of social media platforms from Twitter, Facebook, Instagram and LinkedIn, and by creating frequent audience specific content that targeted both scientific and none scientific audiences.
- Coordinated, designed, and implemented communications campaigns of the Water Division of UNESCO, boosting awareness of water globally
- Increased communications on both UNESCO and international events on freshwater such as the 9<sup>th</sup> World Water Forum, COP26, COP 27, the UN 2023 Water Conference, and others, through the creation and regular follow up of a 2-year long events communication plan. This permitted for communications on each specific event to be planned ahead of time with a before, during and after focus and the inclusion of an analysis of the communications done per event to weigh successes and failures and improve future event communications.
- Co-designed the new IHP website that focused on the use of more visuals and less text to communicate on freshwater topics, Water Day and other international water celebrations.
- Led in creating text, audio, and video content for the website and social media, updating data bases of Water Centres and Chairs and the UNESCO Water Family.



## Head Of Communications

### French Federation for Sickle Cell and Thalassemia patients' organizations

Sep 2020 - Jun 2021 (10 months)

- Created and managed Sickle Cell Disease Communications and advocacy and increased its visibility by 80% to draw the attention of donors, public and government support in France and the world at large:
- Established the communication strategy of the federation by creating quality content, managing communities of patients online through an active social media engagement, and online advocacy and counseling.



## Political, Project, Programmes and Communications Officer

### British Embassy, Yaoundé -Cameroon

Jun 2010 - Jun 2019 (9 years 1 month)

- Created and co-led the implementation of the Mission-wide communication strategy, resulting in an improvement of the reputation of the Diplomatic Mission among its target audiences, leading to a positive review by target audiences and an increase in the popularity of the Mission in Cameroon.
- Conceptualized, ran national communication campaigns, and implemented international communications campaigns on policy subjects like women's rights, girls' education, eradicating girl child early and forced marriage, female genital mutilation, and breast ironing. This resulted in an increase in pressure on the Cameroon government to boost girls' education and fight ills and cultural practices that infringe on the rights of women and girls by 60%, notably forced marriage and breast ironing; and finally leading to the creation of a draft bill in Cameroon's Parliament increasing the rights of women and girls, eradicating child marriage and bodily mutilations of women and girls.
- Led policy promotion and communication of the UK Diplomatic through active lobbying, especially in the areas of illegal wildlife trade, climate change, and gender equality, resulting in the Cameroon government's signing to join the Queen's Commonwealth Canopy, a unique network of forest conservation initiatives, which involves all 54 countries of the Commonwealth.
- Led the training of all political and communications interns of the UK Mission, creating a pool of ready staff for the embassy.

**Award: Most Organised Staff – 2015**



## Television News Presenter, Editor and News Desk Coordinator

Spectrum Television Cameroon (STV)

Sep 2004 - May 2010 (5 years 9 months)

- Contributed to make STV Cameroon's best private news media organization between 2004-2010 through the effective management of the day-to-day operations of a 30-man newsroom that produced top class, balanced national and international news reports aired on STV's prime time newscast in English, French and Pidgin.
- Raised the video editing and news reporting capacities of members of the news team through frequent one on one training on news anchoring, news reporting, training of regional news correspondents on news ethics, camera use and video editing with Adobe Premiere pro.
- Contributed to the conception and daily coordination of Cameroon's first ever television morning breakfast show called "Good Morning Cameroon", and also led in the design, coordination and presentation of weekend news summary programmes, environmental documentaries and life election coverage.
- Co-led in the television station's corporate social responsibility efforts by MCing and covering key international health campaigns by partners such as Standard Chartered Bank's Seeing is Believing campaign to provide eye care for patients, and the DREPADON campaign of the World Sickle Cell Association to raise awareness and educate mass audiences on Sickle Cell Disease
- **Award: Best Staff of the year - 2006-2007**

## Other Skills

Content creation and management • Critical thinking • English • French • Attention to detail • Time and people Management • Public Speaking • Public/Media Relations • Strategic Communications • Journalism, Speech Writing • Youth Mentoring • Sickle Cell Advocacy • Project writing • Policy communication, • Partnership building, • Knowledge sharing, • Event Management/Coordination

## Education



University of Leicester

Master of Arts, Mass Communications

## Licenses & Certifications



International Communications Skills - Foreign and Commonwealth Office

## Other Honors & Awards

**Bronze Labour Medal of Honour** – Ministry of Labour, Yaounde, Cameroon-Sept 2022.

**Silver Labour Medal of Honour** – Ministry of Labour, Yaounde, Cameroon-Sept 2017.