

# LOTH MAKUZA

## Communications Strategist

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Accomplished Communications Strategist with over 10 years of demonstrated success in elevating brand presence, driving business growth, and managing high-impact communications initiatives. Creative at crafting strategic communication frameworks, crisis management, and media relations, I have consistently delivered measurable results and enhanced stakeholder engagement. Known for my proactive leadership, innovative strategies, and ability to navigate complex business landscapes with integrity and diplomacy.

## Experience

### Start Up Lead - SMART FOUNDRY, Dar Es Salaam

June 2024 - Current

- Established strategic partnerships that increased the company's visibility and market penetration in areas where the company could not reach.
- Led business development efforts that resulted in a 20% increase in new client acquisitions within 2024 hence led to win US Tech Challenge and got 80,000 USD for programs implementation.
- Developed and implemented comprehensive media relations strategies, securing coverage in top-tier publications and significantly enhancing the company's public profile.
- Managed crisis communication efforts, effectively mitigating potential reputational risks and safeguarding the company's image.

### Chief Communication Strategist - LIGHTEN MINDS GROUP LTD

2019 - 2024

- Designed and executed strategic communication plans that improved client brand awareness by 40%.
- Achieved to lead crisis communication strategies for high-profile clients, ensuring quick recovery and positive media coverage.
- Advised top management on communication issues, resulting in more cohesive and effective corporate messaging.
- Planned and Led media events, including a high-impact campaign for TIBA Partnership, which attracted national attention and increased brand engagement by 50%.

### Communication Strategist - TELESCOPE - Dar Es Salaam.

May 2024 - Current

- Built the Public Relations Department from the ground up, transforming it into a key revenue driver for the company.
- Recruited, trained, and managed a team of PR professionals, enhancing departmental efficiency and client satisfaction by 35%.
- Developed and executed strategic PR campaigns for major clients such as Tanzania Ports Authority (TPA) and Tanzania Communications Regulatory Authority (TCRA), resulting in a 25% increase in positive media mentions and enhanced public perception.
- Positioned the company as a leading PR service provider in the region by consistently delivering exceptional results for clients like PUMA and Credit info Tanzania.

### Sales and Marketing Manager, EAST WEST SEED TANZANIA LTD

2017 - 2019

- Led sales operations across six regions, managing over 150 wholesalers and driving a 35% increase in sales within two years.
- Expanded the company's market presence to key Zambian cities, including Lusaka, Kitwe, and Kapiri Posh, resulting in a substantial revenue boost.
- Managed a cash flow exceeding 40 million TZS per month, optimizing financial operations to enhance profitability.
- Implemented innovative marketing strategies that increased brand visibility and customer engagement, solidifying the company's market leadership in the region.

## Experience

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### President - PRST, Dar Es Salaam

2015 -2021

- Revitalized the organization, increasing active membership from 15 to 584 within six years through targeted outreach and member engagement initiatives.
- Drafted and implemented the PRST constitution and established a robust Advisory Board, strengthening governance and member participation.
- Organized and executed Annual General Meetings (AGMs) and other key events, attracting significant sponsorship and funding, which grew the association's budget by 50%.
- Mentored over 10,000 university students, providing career guidance and practical training that significantly enhanced their employability in the PR field.

## Skills

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- Strategic Communication & Public Relations.
- Project Management & Execution.
- Data Analysis and Reporting.
- Digital Marketing & Social Media Strategy.
- Financial Management & Budgeting.
- Leadership & Team Building
- Critical Thinking & Problem Solving.
- Emotional Intelligence
- Negotiation
- Networking & Relationship Building

## Education

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### St. Augustine University of Tanzania

2015

- Bachelor of Arts in Public Relations and Marketing

## References

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