

# TRAININGS & CAPACITY DEVELOPMENT PORTFOLIO



## Background

Aleen Creative Solutions Co. is a leading media, communications, advocacy, and campaign solutions company based in East Africa with a strong presence in Somalia, Somaliland, and Kenya. We specialize in designing and implementing innovative and impactful communication strategies that drive social change, promote development, and enhance public understanding of critical issues.

Aleen has a proven track record of working on media safety and advocacy initiatives in Somalia. Our team comprises experienced media professionals, trainers, and advocates with a deep understanding of the Somali media landscape and the specific safety challenges faced by journalists.



Through effective advocacy and communication trainings, journalists can build strong context awareness, credibility, and trust among their target audience. We, Aleen Creative Solutions Co., help governments, associations, companies and individuals to build the capacity of their staff and equip with the digital communication, influencing, campaigning and media skills.

# Our Expertise:

## Media Relations & Strategic Communications:

Aleen Creative Solutions Co. excels in developing and executing comprehensive media relations campaigns. We craft compelling press releases, manage media inquiries, and build strong relationships with journalists. We also conduct media monitoring and analysis to track media coverage and assess campaign effectiveness. Furthermore, we provide media training to spokespersons and other key personnel on media interviews, press conferences, and public speaking. We specialize in crisis communication planning and management, as well as developing and implementing effective reputation management strategies.

## Digital Marketing & Social Media:

Aleen Creative Solutions Co. leverages the power of digital platforms to reach target audiences. We develop and execute targeted social media campaigns across various platforms such as Facebook, Twitter, Instagram, LinkedIn, and others. We create engaging and shareable content, including videos, infographics, and interactive content. We also manage social media communities and engage with followers. Additionally, we conduct social media listening and analysis to understand audience sentiment and identify key influencers. We develop and implement search engine optimization (SEO) strategies to improve website visibility and manage online advertising campaigns through platforms like Google Ads and social media ads.



## Advocacy & Campaigns:

Aleen Creative Solutions Co. is proficient in designing and implementing effective advocacy campaigns. These campaigns encompass grassroots mobilization, public awareness campaigns, and policy advocacy. We conduct thorough research and analysis to identify key stakeholders, develop compelling advocacy messages, and pinpoint target audiences. We develop impactful advocacy materials, including policy briefs, presentations, and fact sheets. We actively engage with policymakers, government officials, and other key stakeholders. Moreover, we meticulously monitor and evaluate the impact of our advocacy campaigns to ensure their effectiveness.



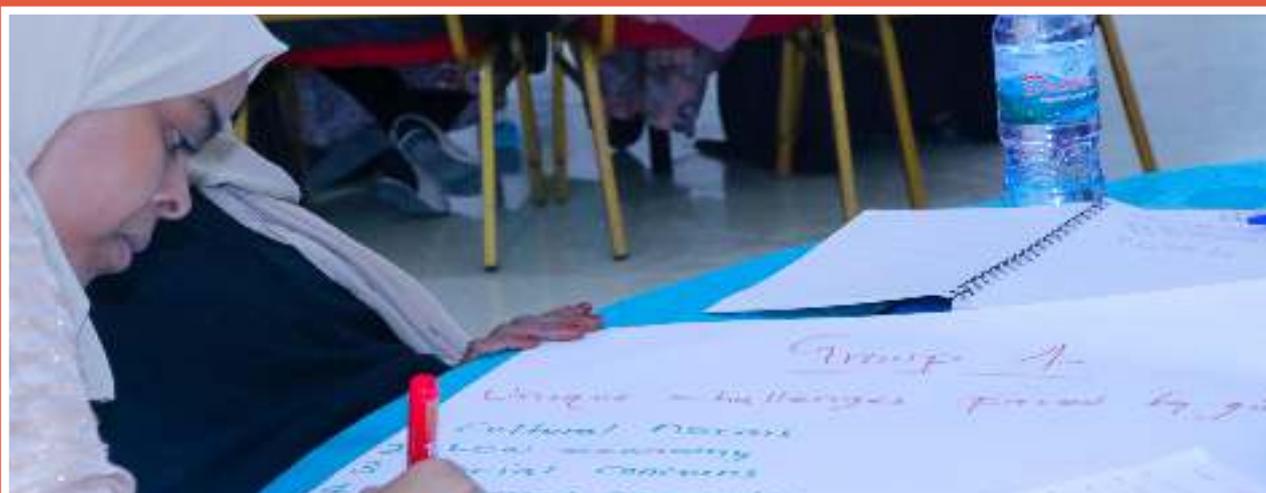
## Training & Capacity Development:

Aleen Creative Solutions Co. specializes in designing and delivering customized training programs on a wide array of topics. These include media skills training for journalists, communicators, and public officials, communication strategies for NGOs, businesses, and government agencies, advocacy techniques and skills, digital media literacy and online safety, presentation skills and public speaking, and communication for development. We facilitate workshops, seminars, and training sessions using interactive and engaging methodologies. We develop comprehensive training materials, such as manuals, handbooks, and presentations. Furthermore, we provide ongoing mentoring and support to trainees to ensure their continued growth and development.



## Research & Evaluation:

Aleen Creative Solutions Co. conducts thorough market research, audience analysis, and program evaluations to measure the effectiveness of communication and advocacy initiatives. We utilize data and analytics to inform decision-making and enhance campaign performance. We develop and implement robust monitoring and evaluation frameworks to track progress and assess impact. We collect and analyze data through a variety of methods, including surveys, interviews, focus groups, and other research techniques.



## Previous Experience



**CARE International:** As part of improving and strengthening of Advocacy skills of the women-led CSO that work with CARE international, Aleen Creative Solutions has facilitated advocacy and media training in Hargeisa in 2024 where media and advocacy action plan was developed for the HGSF program.



## Previous Experience



**UNICEF:** Partnering with UNICEF and the Somaliland Ministry of Health, the Aleen Creative team has implemented a Behaviour Change Communication (BCC) training for the health workers in ensuring effecting public education on health and nutrition promotion



## Previous Experience



**Oxfam:** With Oxfam Somaliland program, Aleen Creative Solutions Co. has developed and facilitated a creative training for youth initiatives program on 2022. The training focused on storytelling skills, editing skills and ethics in digital era.



## Previous Experience



**Save the Children:** Conducted a series of workshops for community members on child protection issues, focusing on improving communication and engagement with local authorities.



## Previous Experience



**Plan International:** Developed and implemented a digital media campaign to promote the rights and empowerment of adolescent girls in Kenya.



# Our key Personnel

## Sadam Arab

Sadam Arab With over 13 years of experience in the media and communications sector, Sadam brings a wealth of knowledge and expertise to Aleen Creative Solutions Co. He has a proven track record of success in the sector, having previously worked with renowned organizations such as NRC, Save the Children, BBC Media Action, CARE International, and various local Universities. Sadam possesses a strong understanding of the Somali media landscape and has successfully led numerous communication and advocacy campaigns. His leadership and strategic vision are instrumental in guiding the company's success.

## Muna Ahmed

Muna brings a decade of proven experience in the art of storytelling and creative training to Aleen Creative Solutions Co. Her bilingual skills and deep understanding of Somali culture allow her to connect with diverse audiences and deliver impactful training programs. Muna's passion for empowering individuals through the power of storytelling makes her a valuable asset to the team.

## Ahmed Abdi

Ahmed is a highly skilled and experienced trainer with 8 years of dedicated service in the field of creative communication. He possesses a unique ability to engage audiences and impart valuable knowledge through interactive and engaging training sessions. Ahmed's expertise in creative training methodologies ensures that participants gain practical skills and develop a deeper understanding of effective communication techniques.

## Joseph Magurie

Joseph Magurie is a business development and strategic leadership trainer and coach specializing in communication skills, human development, and brand building. He's passionate about helping individuals and organizations achieve their full potential through effective leadership and proven business strategies, driving sustainable growth and development.



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