

Adala Makhulo

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ⓘ <https://adalamakhulo.com/>

Profile

For the past 7 years, I have immersed myself in different contexts: USA, India, London and Kenya, and learned what makes stories powerful and compelling. I am passionate about creative production, project management, brand strategy, as well as highlighting the importance of diversity and inclusion.

Work Experience

📅 01 / 2023 - 05 / 2023 📍 LOS ANGELES, CA

Film Development Intern

MACRO

- Wrote coverage for 15+ screenplays written by Black & POC creatives, and provided comprehensive feedback, contributing to the selection of potential projects for production
- Networked with 20+ executives and professionals in the industry

📅 06 / 2022 - 08 / 2022 📍 SANTA MONICA, CA

Creative Strategy Intern

Snapchat

- Developed 12+ creative concepts for HBO Max to advertise on Snapchat during BHM
- Surveyed 115 Black Gen Z's on their perceptions of Snapchat and outlined product improvement strategies to lead to increased inclusion
- Developed a strategy to increase Snapchat's business presence in Africa

📅 01 / 2022 - 04 / 2022 📍 EVANSTON, IL

Campus Brand Ambassador

HBO Max

- Led a team that organized on campus events to build HBO Max brand awareness by organizing 2 major activations with over 100 participants
- Developed a content strategy plan to engage with 2000+ prospective subscribers by leveraging on my social networks including Instagram and TikTok

📅 06 / 2020 - 11 / 2022 📍 NAIROBI, KENYA

CEO & Founder

3 Point Productions

- Produced, and directed full episodes of my original digital show 'Exposition' to go on YouTube with over 30,000 views across videos and

Work Experience

gained over 100,000+ impressions

- Secured over \$10,000 in funding for a film production company that aims to create content for the Youth, such as short films, digital shows, feature films etc.
- Developed a marketing strategy to garner views over 30,000+ views

📅 10 / 2018 - 09 / 2019 📍 NAIROBI, KENYA

Trainee

Multichoice Talent Factory

- Selected from over a pool of 3500+ applicants to create content for Multichoice Africa
- Created two Feature Films (60mins) that aired on DSTV channels in Africa and Showmax online streaming platform with over 5000+ views
- Won an Africa Magic Viewer's Choice Award for Best Multichoice Talent Factory Film out of 6 nominees, for a film that I wrote and produced

Education

📅 09 / 2019 - 06 / 2023 📍 EVANSTON, ILLINOIS

Radio/TV/Film | Bachelor of Arts

Northwestern University

Major: Radio/Television/Film

Minors: Psychology, Entrepreneurship & Innovation

Modules: Media Arts and Game Design

Skills

Adobe Premiere Pro	Professional
360 Video Filmmaking	Professional
Drone Videography	Professional
Podcast Hosting	Professional
Podcast Editing	Professional
Mentorship	Professional

Hobbies



Film
Photography



Exploring
distant lands



Going to
concerts