

Samuel Worash Getaneh

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Education

Pamukkale University
Bachelor of Science: Computer Engineering
YTB Scholarship Awardee

Denizli, TR
June 2029

Lideta Catholic Cathedral School
GPA: 4.0. SAT I: M: 780 W: 720. Salutatorian. Exceptional Result in ESSLCE (Top 0.01%).
Ethiopian Math Olympiad: Gold Medalist. East African Math Olympiad: Silver Medalist.

Addis Ababa, ET
July 2023

Experience

Ethioware EdTech Initiative
Brand Lead

Addis Ababa, ET (Remote)
June 2024 – Present

Spearheaded brand strategy and led three major marketing initiatives, ensuring cohesive brand presence across all platforms. Fully redesigned the brand identity—including a comprehensive brand kit, a new website (boosting traffic by 180% to 14K), and revitalized social media (up 50%)—driving a 1200% increase in total visits to ~46K. Earned board appointment for exceptional contributions.

beU Delivery
Social Media Manager

Addis Ababa, ET
Apr 2024 – Oct 2024

Conducted monthly market analysis and developed innovative content strategies, boosting followers by 12.4K, with an average growth of 270%. Increased orders by 90% over six months through targeted social media campaigns and effective audience engagement. Awarded Employee of the Month (September).

Lideta Catholic Cathedral School
Web Designer, Assistant Counselor Intern

Addis Ababa, ET
June 2023 – Oct 2023

Applied user-centered design to create the school's first comprehensive [profile](#) and [website](#), improving access to resources for 6K+ students, families, and partner institutions. Leveraged strategic storytelling and individualized mentorship to guide 50+ students through college applications, contributing to 10+ top-tier acceptances.

Leadership & Activities

Mathology
Co-founder (Manager) & Tutor: Supervised online community of 12k+ members

Addis Ababa, ET (Remote)
Jun 2023 – Present

Rotaract Club of Atrons
Interact Director: Managed 5 Interact Clubs w/ 610+ members

Addis Ababa, ET
Jul 2024 – Present

United Nations Economic Commission for Africa
Volunteer Coordinator: Handled team of 14 volunteers

Addis Ababa, ET
Aug 2024

MY ETHIOPIA
Chief Finance Officer: Secured ~\$1kUSD in sustainable revenue, allocated budgets.

Addis Ababa, ET (Remote)
July 2023 – Jan 2024

Skills & Interests

Programming: Front End Development (HTML5, CSS3, JS, WordPress), Python, C++, C#, Dart, Flutter

Website: <https://beyondmarketingeth.com>, <https://lidetacatholiccathedral.com>

Platforms: Canva, Inkscape, Adobe Creative Suite, Microsoft Office, Google Workspaces

Language: English (C2 – Fluent), Amharic (C2 – Native), Turkish (C1 – Advanced), Arabic (B1 – Intermediate)

Interests: Creative Writing, Epic Fantasy/LitRPG/Mystery Books, Music, Table Tennis