



SARA CAMARA

MANAGING DIRECTOR

CONTACT

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✉ saracamara80@gmail.com

📍 Manjai, Serekunda

EDUCATION

2014 - 2019

INSIGHT TRAINING CENTER

- Advance Diploma in HR
- Diploma in Journalism
- Cert in Sales & Marketing
- Cert in Customer Service

1998 - 2001

MUSLIM SEN SEC SCHOOL

- West Africa Senior School Certificate

SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking
- Audio & Video Production
- Presenting

LANGUAGES

- English (Fluent)
- Wolof (Fluent)
- Fula (Basics)

PROFILE

A highly accomplished and versatile media professional with over two decades of experience in the Gambian radio and television industry. A proven track record in managing media outlets, editing news, presenting programs, covering news and sports events, and delivering quality content. Known for fostering a creative work environment and leading teams to optimize station performance. Adaptable to evolving industry trends and technologies.

WORK EXPERIENCE

●	SAM CONSULTANCY Chief Executive Officer	2022 - PRESENT
●	MUHA'S TRAVEL AND CONSULTANCY LTD Manager	2023 - PRESENT
●	INSIGHT TRAINING CENTER Lecturer	2018 - PRESENT
●	STAR FM/TV MD & News and Program Content Director / Presenter	2012 - 2023
●	GAMBIA FOOTBALL FEDERATION Press and Publicity	2013 - 2014
●	VIBES FM 106.1 Admin & Marketing Manager / News & Sports Presenter	2010 - 2012
●	KWT RADIO 107.6 GM & Technical Manager / Sports and Current Affairs Presenter	2005 - 2010
●	RADIO 1 FM & INDEPENDENT NEWSPAPER Current Affairs Presenter & Freelance Reporter	2002 - 2004
●	SUD FM RADIO Trainee	2000 - 2002

REFERENCE

Alpha Karaga

Star FM/TV - CEO

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Ismaila Ceeay

Insight Training / CEO

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