

Staging

# Festival of Art & Discourse Nov. 25 - 29, 2024

# Program











CHAIRES DE







Social Sciences and Humanities Conseil de recherches en Research Council of Canada

sciences humaines du Canada





Staging JUSTICE THEATRE & POLICING ON THE CANADIAN PRAIRIES AND

## Welcome

#### to the Festival of Arts and Discourse!

The festival promises to be a reflective, provocative and inspiring exploration of various research activities connected to the Canada Research Chair in Socially Engaged Theatre program at the Centre for Socially Engaged Theatre. This week of research exploration has been called a festival for several reasons: First, as an artist, I think of ways to bring different communities together in an inclusive way and the idea of a festival as a connector, interlocutor, and informal convening appealed to achieve this. Secondly, I believe in town and gown connections for effective knowledge mobilization and collective actions. Finally, I envisioned C-SET as a *linkubator* of ideas and people. I look forward to the keynote, opening remarks, panels, performances, exhibition, chats and conversations throughout the week.

As a festival, we have taken up multiple spaces across the campus: the Riddell Centre, Room 179 (exhibition space for the entire week), the Shubox Theatre, and Room 113 in the Education Building (ED113). We've put up signs to guide festival attendees to the venues and spaces throughout the festival. I hope you can join us to see numerous activities lined up.

As the African proverb goes, "*it takes a village to raise a child*." I have a small but mighty team. I appreciate all the team members who have made this event a success. Thanks to my graduate students, Gabriel Friday, Victory Uchenna-Ike, Gbenga Adeniji and Walter Strydom, and to C-SET's visiting researcher, Dr. Olusola John, and C-SET's administrative support Sarah Larsen.

I acknowledge the Social Sciences and Humanities Research Council (SSHRC), the Canada Research Chair program, and the Canadian Foundation for Innovation for supporting my research. Special thanks to Theatre Emissary International and its social enterprise Mobile Research Lab for the right to this festival this year. This partnership is a true testament of industry partnership. Thanks to all our partners organizations within and outside Canada. Finally, experience the festival by sharing your experience through photos and comments on social media using #FOAD2024. You can also tag and follow the Centre on our social media platforms.

Enjoy the FOAD2024!

Dr. Taiwo Afolabi C-SET & Festival Director

# **Festival of Art and Discourse**

### Centre for Socially Engaged Theatre University of Regina

#### Discourse 1 | Staging Justice: Activism and Policing in Africa

November 25, 2024 @ 11:00 - 13:00 Shubox Theatre **Dr. Chris Yost & Dr. David Dick** Opening remarks

**Dr. Taiwo Afolabi** Staging Justice: Theatre and Policing on the Canadian Prairies and Beyond (Presentation)

#### Victory Uchenna-Ike Investigating the Perception of Black

Adolescents of Policing in Canada (Presentation)

Harry Kivayiru Kidavi, Omoyele Sowere and Aisha Yesufu (Panel Discussion)

#### Discourse 2 | Policy, Processes and Policing in Canada

November 26, 2024 @ 18:00 - 20:00 Education Building 113 (ED113) Dr. Jeff Keshen Opening remarks

**Dr. Olusola John** *Police Curriculum in Canada & Emotional Intelligence* (Presentation)

#### John Lilley and Michael Federico

(A Panel Discussion presented in partnership with the Canadian Coalition for Police Reform)



Staging JUSTICE THEATRE & POLICING ON THE CANADIAN PRAIRIES AND BEYOND



#### Discourse 3 | Ar(c)tivism and Policing in Nigeria and beyond

November 27, 2024 @ 11:00 - 13:00 Shubox Theatre **Okechukwu Nwagunma** Opening remarks

**Gabriel Friday** *Policing and Ar(c)tivism* (Presentation)

**Md. Al Amin Rakib and Darlington Okeduwa** (Panel Discussion)

#### Discourse 4 | Policing in Canada: Discourses, Debates and the Future

November 28, 2024 @ 11:00 - 13:00 Education Building 113 (ED113) **Dr. David Dick** Opening remarks

**Moussa Magassa (Keynote)** Bringing Police at the Table

Deputy Chief Lorilee Davies (Regina Police Service) and Dr. Amin Asfari (Law Foundation of Sask Chair in Police Studies) (Panel Discussion)

#### **Discourse 5 | Staging Justice: Activism and Policing in Africa**

November 25, 2024 @ 18:00 - 20:00 Education Building 113 (ED113) **Dr. Aziz Douai** Opening remarks

**Past Shadows, Present Shades** *Play-reading* 

**artivism.ca** Website Launch

# **Campus Map**

**University of Regina** 

1

Shubox Theatre

- Education Building 113 (ED113)
- 3

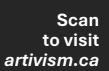
Center for Socially Engaged Theatre, Riddell Centre 179 (RC179)





FREE ENTRY

Open 10:00 - 15:00 November 25-29, 2024 Riddell Centre 179 (RC179)





### Protest art is potent art Transformative power that drives social change

A showcase of selected works from *artivism.ca*, the digital archive of protest-driven music, photographs, videos, documentaries, literary works, spoken word, poems, and news headlines by artists from Nigeria, Canada, the United States, and Bangladesh. Confronting police brutality and defend racialized and marginalized communities, from the 2020 #EndSARS movement in Nigeria to #BlackLivesMatter, these works highlight the ongoing struggle for racial justice and demand accountability for the lives lost.

# Discourse 1 | Staging Justice: Activism and Policing in Africa

November 25, 2024 @ 11:00 - 13:00 Shubox Theatre

#### Dr. Chris Yost & Dr. David Dick Opening remarks

#### Dr. Taiwo Afolabi

Staging Justice: Theatre and Policing on the Canadian Prairies and Beyond (Presentation)

#### Victory Uchenna-Ike

Investigating the Perception of Black Adolescents of Policing in Canada (Presentation)

> Harry Kivayiru Kidavi Omoyele Sowere Aisha Yesufu (Panel Discussion)



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#### Dr. Chris Yost Vice-President, Research, University of Regina

Dr. Chris Yost is Vice-President (Research) and a full professor within the Biology Department at the University of Regina. From 2007 to 2017 he was a Canada Research Chair in Environmental Microbiology. He is the co-Director of the Institute for Microbial Systems and Society, where he supervises a diverse team of undergraduate, and graduate student researchers. In addition to maintaining an active research lab that uses genomic technologies to study agriculturally relevant interactions between microbes and plants, he has had a long-term commitment to serving the University in supporting its research enterprise. Dr. Yost was the chair of the Council Committee on Academic Mission and the chair of the Council Committee on Research. He also has national experience in research policy work, and was a member of NSERC's Committee on Discovery Research while serving as a Group Chair for NSERC's Discovery Grant program. He served the Canadian Society of Microbiologists in leadership positions for many years. Prior to coming to the University of Regina in 2003, Dr. Yost was a research scientist with Agriculture and Agri-Food Canada at the Lacombe Research Centre and later worked internationally as a research associate at the University of Aarhus in Denmark.



#### Dean, Faculty of Media, Art and Performance

Dr. David Dick directs the Jazz Ensemble, teaches music theory and brass classes, as well as applied trombone lessons for the University and the Conservatory. His previous teaching appointments have included University of Memphis, Jackson State University, Belhaven University and Briercrest College. I addition to his work at the University, Dr. Dick is also the Principal Trombone of the Regina Symphony Orchestra. Previous to his current position, he was the Principal Trombone player of the Mississippi Symphony Orchestra.



#### **Presenters:**

#### Dr Taiwo Afolabi

Dr. Taiwo Afolabi is an interdisciplinary artistic scholar from Africa with internationally recognized expertise in research-based theatre focusing on social justice, human rights, postcolonial theory, and anti-racism education among Indigenous, immigrant, and marginalized communities. Through global theatre projects/publications, his practice-based research encompasses issues of policing, sexual health education, Sustainable Development Goals, African theatre, homelessness, immigration, and language revitalization. He is the Founder and Director of the Centre for Socially Engaged Theatre (C-SET) and is the Canada Research Chair in Socially Engaged Theatre (Tier II). Dr. Afolabi has co-edited five books and published over 50 articles in various books and reputable journals. He is a Senior Research Associate at the University of Johannesburg in South Africa and the founding director of Theatre Emissary International (TEMi) in Nigeria and Canada. Dr. Afolabi served as the vice president of the Canadian Association for Theatre Research (CATR) (2022-2024). He is a member of the Royal Society of Canada's College of New Scholars, Artists and Scientists. He has presented his research at various universities, including Stanford University, and holds a visiting research fellowship at the Royal Central School of Speech and Drama, University of London.



#### Victory Uchenna-Ike

Victory Uchenna-Ike is an aspiring scholar with a Bachelor of Arts degree in Theatre and Media Studies, University of Calabar, Calabar, Nigeria. Her research centers on policing, social justice system, theatre for young audience, social and behavioral change strategy, and communications. She has worked on a few media project like; conducting an extensive research on the 'Assessment of Press Freedom in some Nigerian Radio Houses'. This research exposed her to the different dynamics of operation in notable radio stations and the effectiveness of theatre in creating a better environment for members of the press. She also penned a feature article titled 'Clashes between Fulani Herdsmen and Farmers in Northern Nigeria: Causes and Solutions' for Magazine Ecclesia, a magazine dedicated to promoting socio-religious growth through literature and culture. She is a Research Assistant at the Centre for Socially Engaged Theatre and she is currently pursuing a masters degree in Media and Artistic Research at the University of Regina, Saskatchewan, Canada where her research focus on exploring the intersection of policing and social justice systems through high school theatrical performances in Canada. Victory acknowledges the power of art to spark discussions and spark change and is well on her way to becoming a renowned scholar and trailblazer in her field as her research work has an essential role to play in creating a more equitable and just world for all.

#### **Panelists:**

#### Harry Kivayiru Kidavi

For the past several years, Harry Kivayiru Kidavi has dedicated his professional journey to leveraging the power of the performing arts as a therapeutic modality. Through his work with Refugee Ministries and Education departments, he has designed and facilitated interactive theatre workshops that create safe spaces for participants to process their trauma, develop coping mechanisms, and work towards healing and personal growth. Harry's approach is grounded in evidence-based practices that harness the transformative nature of storytelling, role-playing, and creative self-expression. By integrating theatre techniques, he has witnessed firsthand the profound impact this can have on individuals who have endured the devastating effects of war, displacement, and other forms of violence.

#### **Omoyele Sowere**

Omoyele Sowore, born February 16, 1971, is a Nigerian activist, founder of Sahara Reporters, and two-time presidential candidate. Known for his anti-corruption stance, Sowore has faced multiple detentions but remains a prominent voice for social justice and democracy in Nigeria.

#### Aisha Yesufu

Aisha Yesufu is a steadfast Nigerian advocate, renowned for her unwavering commitment to demanding good governance, accountability, and transparency. Fearless in pursuing justice and equity, she stands as a beacon of hope in the fight for societal change. She's a member of the #BringBackOurGirls movement and was part the #EndSars protests in Nigeria which were aimed at putting an end to police brutality. She is a Reagan Fascell Fellow as well as a Draper Hills Fellow.

9

# Discourse 2 | Policy, Processes and Policing in Canada

November 26, 2024 @ 18:00 - 20:00 Education Building 113 (ED113)

> **Dr. Jeff Keshen** Opening remarks

Dr. Olusola John

Police Curriculum in Canada & Emotional Intelligence (Research presentation)

#### Dr. John Lilley Michael Federico

*Policy, Processes and Policing in Canada* (A panel discussion in partnership with the Coalition for Canadian Police Reform)





#### Dr. Jeff Keshen

#### President and Vice Chancellor, University of Regina

Dr. Jeff Keshen assumed the role of President and Vice-Chancellor on July 1, 2021 following an almost year-long, rigorous, national search process. Dr. Keshen is the University of Regina's eighth President. He joins the University after serving for threeand-a-half years as Vice-President of Memorial University's Grenfell Campus in Corner Brook, Newfoundland and Labrador. Previously he served as Dean of the Faculty of Arts at Mount Royal University in Calgary. He also served as Chair of the Department of History at the University of Ottawa and was an Adjunct Professor in the Centre of Military and Strategic Studies at the University of Calgary.

#### **Presenter:**



#### Dr. Olusola John

Dr. Olusola John is an experienced coach and mentor with over 15 years in working with various groups of people from young people to leadership teams from the development space, to the Business start-up entrepreneurs. He recently concluded a training and coaching project for the German Government GIZ program for returnees to Nigeria. He has focused on problem solving in the areas of leadership crisis, change management and emotional intelligence. This has taken him to some African countries for similar assignments with proven results. He is also a workshop facilitator, conference speaker, leadership and organizational skills development trainer. He is also experienced in conflict management and public service delivery. He is a certified Emotional Intelligence; Certified Career Coach and NLP Coach. Sola John is an aviation professional with the Nigerian Airspace Management Agency. He got a PhD in Arts Management from the Ahmadu Bello University, Zaria. Nigeria. He is currently a Visiting Researcher at the Centre for Socially Engaged Theatre, University of Regina.

#### Panelists:



Dr. Lilley is a Founding Member of the Coalition for Canadian Police Reform. He is a retired anesthesiologist but continues as a Clinical Professor at the Faculty of Medicine and Dentistry, University of Alberta. John is a member of the Alberta Premier's Council on Charities and Civil Society. He was nominated by the Premier of Alberta to receive the Queen Elizabeth II Platinum Jubilee Medal. He was Chair of the YMCA of Northern Alberta Foundation as well as Co-Chair of the Pregnancy Pathways Steering Committee for homeless pregnant women until June 2022. He is a prior Police Commissioner in Edmonton. John is proud to have established a consultation practice for non-profits in Alberta which is now part of the Edmonton Chamber of Voluntary Organizations and is called the Alberta Community Support Network.

#### **Michael Federico**

Michael Federico has 50 years of policing experience, 45 of those as a serving police officer and, more recently, in retirement, as a consultant and court recognized expert. He has theoretical and practical knowledge in the development of policy and practices on matters related to police accountability, training, supervision, use-offorce, member wellbeing, and relations with person with mental health issues. He is qualified with a Bachelor of Applied Arts in Justice Studies from the University of Guelph, a Certificate of Management from the University of Virginia.

# Discourse 3 | Ar(c)tivism and Policing in Nigeria and Beyond

November 27, 2024 @ 11:00 - 13:00 Shubox Theatre

> **Okechukwu Nwanguma** Opening remarks

**Gabriel Friday** *Policing and Ar(c)tivism* (Research presentation)

Md. Al Amin Rakib Darlington Okeduwa (Panel Discussion)





#### Okechukwu Nwanguma

#### Executive Director, Rule of Law and Accountability Advocacy Centre

Okechukwu Nwanguma is a reputable advocate of law enforcement accountability, transparent and responsible policing, and rule of law. He was the National Coordinator, Network on Police Reform in Nigeria (NOPRIN) and currently the Executive Director, Rule of Law and Accountability Advocacy Centre (RULAAC), a non profit, independent national human rights advocacy organization based in Lagos. As a Reagan-Fascel Democracy Fellow at the International Center for Democratic Studies, National Endowment for Democracy, Washington DC, in 2008 Mr. Nwanguma researched and made a public presentation on Police Reform in Nigeria: The Role of Civil Society.

#### **Presenter:**

#### **Gabriel Friday**

Friday Gabriel is an experienced media practitioner with a strong academic foundation in Mass Communication and is currently undertaking a Master's in Media and Artistic Research at the University of Regina. He has over eight years of experience working across various domains of the media landscape, including television, print journalism, radio, and public relations and advertising. This diverse exposure has offered him a comprehensive perspective regarding the pivotal role of media in shaping narratives and fostering audience engagement. Central to his scholarly pursuits are the exploration of critical issues such as police training, community engagement, accountability mechanisms, and the implementation of new policies and programs designed to address the pressing concerns of police brutality and systemic racism.





#### Panelists:

#### Md. Al Amin Rakib

Md. Al Amin Rakib is a lecturer, filmmaker, and researcher specializing in content creation, cinematography, and media studies. With extensive academic and professional experience, he has contributed to numerous projects, blending creativity and research. Passionate about showcasing Bangladesh globally, he aspires to excel as an academician and impactful content creator.

#### **Darlington Okeduwa**

Dr Darlington Okeduwa is a Medical Doctor, Nigerian-born artist, educator and artivist. With special interest in the area of 'Medicine And Art', He believes ART IS LIFE, AND MEDICINE IS THE ART OF SAVING LIVES. Among his works in this area is 'Art, Spirituality, and Medicine', His work explores the intersection of art, politics, social justice, human rights, and community engagement. Through mixed media, performance, and installation. Through his dual expertise, Darlington seeks to bridge the gap between art, health, and social change. His work promote peaceful coexistence in Nigeria, and the world at large to mitigate firearm conflict and mistreatment by the law enforcement agency has been remarkable, he led a campaign in 2020, which engaged over millions of people from across the country, and the globe, merging Art, Medicine, and Societal reawakening. His campaign through arts which helped drive interactions, expand visibility, and increase impact around this area, with Art as a key tool. With this cross cutting experience working in diverse projects, and promoting a just and Peaceful society through art, he will be joining us as a Panelist for the panel titled ,'Activism and policing in Nigeria and Beyond.

# Discourse 4 | Policing in Canada: Discourses, Debates and the Future

November 28, 2024 @ 11:00 - 13:00 Education Building 113 (ED113)

> **Dr. David Dick** Opening remarks

Moussa Magassa (Keynote) Bringing Police at the Table

Dr. Amin Asfari Deputy Chief Lorilee Davies (Panel Discussion)



### **Keynote Address**



### Moussa Magassa

#### **Bringing Police at the Table**

### Opportunities and challenges facing police agencies in engaging the community

Policing in Canada, whether through its processes, policies or mandates, is being systematically questioned, especially because of its detrimental impacts on equitydenied Canadians and ill-defined benefits to the whole society. In response the call to defund the police and restructure its mandate and powers, many police services have implemented various add-occ community engagement strategies.

This keynote attempts to reflect on best practices in building police-community relationships through an intersectional EDIA. This keynote also aims to highlight the requirement of adopting a human rights approach to policing and recommend strategies to enhance trust in the police and the Canadian justice system, especially for newcomers and equity-denied Canadians.



**Dr. Moussa Magassa** is the Associate Vice-President, Equity, Diversity and Inclusion, and an adjunct professor, faculty of education, Mount Royal University, Calgary. Dr. Magassa is also an

associate faculty in the M.A in global leadership program at Royal Roads university and an instructor in both the UVic Intercultural Studies & Practice program, and the UBC Centre for intercultural communication. Previously, he was the Principal Strategist, EDI, Antiracism Education and Community Engagement at the University of Victoria (UVic). Prior to this appointment, he was the UVic first inaugural Human Rights.

He holds a PhD in curriculum and instruction (UVic) with special focus on critical race theory, anti-racism, Islamophobia and human rights education; an MA in human security and peacebuilding (Roval Roads university): a BA (Hons) in conflict resolution and peace studies (Kwazulu Natal University, South Africa); and various advanced in human rights and certifications humanitarian law (UNITAR), conflict mediation (UNISA), and intercultural competency development (Portland).

Dr. Magassa is also currently the co-chair of the Alberta Post-Secondary Human Rights Network. Previously he was the Co-chair of the Greater Victoria police diversity advisory committee (GVPDAC, 2011-2021), an advisor to the Anti-Racism Curriculum Committee (BC Ministry of Education); the BC Campus/AEST Anti-Racism and Anti-Hate Training Curriculum Committee; and the Anti-Racism Resilience BC Hub Advisory Committee and Strategic Planning.

Dr. Magassa was born in Senegal and speaks many languages in addition to English and French. He has extensive work experience in humanitarian peacebuilding and non-violence as well as in immigrant and refugee settlement and integration field.





#### Dr. David Dick

#### Dean, Faculty of Media, Art and Performance

Dr. David Dick directs the Jazz Ensemble, teaches music theory and brass classes, as well as applied trombone lessons for the University and the Conservatory. His previous teaching appointments have included University of Memphis, Jackson State University, Belhaven University and Briercrest College. I addition to his work at the University, Dr. Dick is also the Principal Trombone of the Regina Symphony Orchestra. Previous to his current position, he was the Principal Trombone player of the Mississippi Symphony Orchestra.



#### Panelists:

#### Dr. Amin Asfari

Dr. Amin Asfari is the Law Foundation Chair in Police Studies in the Department of Justice Studies. His work examines the ways in which Muslim and other minoritized communities interact with and are impacted by the criminal legal system. He has published extensively in these areas and continues to seek out new and innovative approaches to understanding how policing in particular impacts these communities.



#### **Deputy Chief Lorilee Davies**

Lorilee Davies is the Deputy Chief of Operations at the Regina Police Service. She has been a member of the Regina Police Service for 27 years working in both uniform and plain-clothes divisions.

# Discourse 5 | Staging Justice: Activism and Policing in Africa

November 28, 2024 @ 11:00 - 13:00 Education Building 113 (ED113)

> **Dr. Aziz Douai** Opening remarks

Past Shadows, Present Shades Play-reading

> **artivism.ca** Website Launch





#### Dr. Aziz Douai Dean, Faculty of Graduate Studies and Research

Dr. Aziz Douai holds a PhD in Mass Communications from Pennsylvania State University, a Master's of Science in Advertising from Boston University, and has lectured on global communication issues in North America, Europe, and the Middle East. Dr. Douai is a Founding Member of the Center on Hate, Bias and Extremism, a Senior Research Affiliate at the Canadian Research Network for Terrorism, Security & Society, and a member of the Digital Life Institute. Dr. Douai maintains an active research agenda focused on disruptive communication technologies, international communication and conflict, with a special interest in the MENA media and politics. He is the author of Arab media and the politics of terrorism: Unbecoming news (Peter Lang, 2020), and co-editor of Mediated identities and new journalism in the Arab World: Mapping the "Arab Spring (Palgrave Macmillan, 2016), and New media influence on social and political change in Africa (IGI Global, 2013). He has published more than 50 journal articles and book chapters dealing with Arab media, political conflict, ethnic media and crime, and other global communication issues.

#### Past Shadows, Present Shades (Play-reading)

Past Shadows, Present Shades is a play by Taiwo Afolabi that emerged from a community theatre project in Regina. The play focuses on immigrant experiences and offers insight into the wins and challenges of moving to a new place. This familyfriendly shares stories families plav of from Africa and how they navigated the support system in their new home (Canada). The play's idea originated from several drama workshops undertaken at the Ugandan Association of Saskatchewan (UCAS)'s Karibu project, facilitated by the playwright and involved intergenerational participants. Finally, the play speaks to the process of arriving in a new place, building a new life, and the ultimate realities of becoming and belonging. Students from the Theatre Department and community members staged the performance, produced in collaboration with various community organizations, including the Centre for Socially Engaged Theatre at the University of Regina and the Ugandan Association of Saskatchewan (UCAS) in May 2024. This play-reading will include selected scenes from the original script. Performed by Opeyemi Jemirin and Enechero Jimoh.

#### artivism.ca (Website launch)

This project centers on the potency of protest art, particularly its role in defending racialized and marginalized communities against police violence. The digital series for this project features artworks from protests in Nigeria, the United States, and Canada, each highlighting how art was used to confront police brutality. The artists behind these works attest to the transformative power of protest art in driving social change.

In Nigeria, the focus is on the 2020 #EndSARS movement, where youth-led protests demanded the disbandment of the notorious Special Anti-Robbery Squad (SARS), known for its extortion, brutality, and extrajudicial killings. In the United States, the protest art reflects the Black Lives Matter movement, particularly following the killing of George Floyd by a police officer in Minneapolis in May 2020. Similarly, in Canada, protest art has been a vehicle for activism against police brutality faced by Black, Indigenous, and People of Color (BIPOC).

The artworks in this project, collected digitally, include music, photographs, videos, documentaries, literary works, spoken word, poems, and news headlines. The website is open to the public and represent a significant part of the center's digital archive on police violence. By curating and contextualizing these materials, this project aims to deepen our understanding of the cultural and artistic dimensions of these protests, integrating theoretical insights with the practical realities of documentation and archiving.

Past Shadows, Present Shades A play written by Taivo Afolabi



### C-SET Centre for Socially Engaged Theatre Festival Team



Dr. Taiwo Afolabi



Sarah Larsen



Gbenga Adedeji



Walter Strydom



**Gabriel Friday** 



Dr. Olusola John



Victory Uchenna-Akpos

### Interlocutor

#### Frank Donga

Frank Donga is an award-winning actor, comedian, and TV host, renowned for his viral comedy sketches about botched job interviews that include educational plot twists. He has appeared in several box-office hits and Netflix films. He regularly uses his platform for advocacy on human rights, credible leadership and sustainable practices for the planet. His professional media career began as a broadcast journalist and news anchor at Network News 24, a CNN affiliate. He has also worked as a director of photography, editor, and producer in film and advertising. Currently, he assists businesses and NGOs with brand and content marketing strategies to optimize their efficiency and maximize profits.





#### Thank you:





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