

FATOU SOW

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EDUCATION

Johns Hopkins University School of Advanced International Studies (SAIS) **Bologna, Italy & Washington, D.C.**
Master of Arts in International Relations, Concentrations: African Studies and International Economics **May 2021**

Howard University **Washington, D.C.**
Bachelor of Arts in Strategic, Legal, and Management Communications, *magna cum laude* **May 2019**

- Annenberg Honors Program Thesis: “Too light or too Black? A study on colorism in social media through the lens of Black women at Howard University.”
- Foreign Language and Area Studies Fellowship Recipient (2017 – 2018); Language: *Wolof*
- The Dakar Institute; Dakar, Senegal (June – August 2016)

EXPERIENCE

Howard University School of Business, Office of Executive Education **Washington, D.C.**
Program Manager, Executive Leadership Programs **May 2025 – Present**

- Co-design 5-10 executive leadership certification and training program offerings per school year with partners, faculty, subject matter experts, and the Executive Director, and lead communications/marketing and logistics for online and in-person programs (vendor support and venue/speaker coordination)
- Host and plan the monthly Executive Roundtable series for Executive MBA (EMBA) students, C-suite executives, and the global business community on pertinent economic and leadership topics
- Present to and consult with 35+ EMBA students on professional and educational development topics at residency programs, including resume support and incorporating emerging technologies (AI) into their workspaces
- Launched and run the Office of Executive Education’s [Instagram](#), [LinkedIn](#), and [YouTube](#) social media channels, gaining 270+ followers across all pages, and track social media metrics
- Spearheaded the CHAT Summit in October 2025 in partnership with CHAT and the Black Executive Men organizations, bringing 50+ attendees to Howard University for speaker sessions and a networking reception

Howard University Cathy Hughes School of Communications **Washington, D.C.**
Adjunct Professor, Annenberg Honors Program **December 2021 – Present**

- Instruct and advise over 45 sophomore, junior, and senior honors students in hybrid courses (virtual and in-person) on a communication thesis that focuses on topics such as AI, journalism, human behavior, intersectionality, social identity, economics, media, news framing, race, gender, social justice, and the Black diaspora
- Prepare course curriculum, syllabi, and educational materials on research writing, literature reviews, methodology, data analysis, and communication theory
- Invite over 25 guest speakers, entrepreneurs, experts, and company recruiters in the fields of business, communications, technology, wellness, politics, and media to support student internship and career opportunities, improve networking skills, and enhance their interpersonal communication
- Plan field trips to educational spaces such as the Library of Congress, Moorland-Spingarn Research Center, and the National Museum of African American History and Culture, exposing students to professional opportunities in archives, history, and research

The Sow Portfolio **Remote**
Founder & Consultant **February 2020 – Present**

- Proofread, edit, and write content for various documents and platforms, including personal statements, resumes, cover letters, professional biographies, websites, social media channels, books, journal articles, essays, event logistics, customer profile summaries, and presentations
- Consult with over 50 clients across sectors such as secondary and higher education, non-profit organizations, fashion, jewelry, defense, beauty, technology, and small-owned businesses
- Lead digital literacy and professional development workshops for various institutions and companies, including the Wayne County Community College District Connecting Minority Communities Project and General Motors Student Corps Program, on topics such as building a successful personal brand, mentorship, security awareness, and resume and cover letter writing

- Advise high school and college students on the college admissions process and helped over 15 students get accepted into and receive scholarships from four-year institutions, such as Columbia University and Johns Hopkins University

Breakwater Strategy

Remote

Senior Associate

July 2023 – December 2024

- Consulted with blockchain technology, AI, and institutional finance clients on public relations and media strategies for company announcements, communication materials, and brand development
- Pitched financial, policy, and tech reporters at top media outlets such as Business Insider and Financial Times
- Wrote op-eds, press releases, speeches, talking points, briefing books, survey questions, award applications, and memos relevant for C-suite client executives and increased their thought leadership presence in the media
- Drafted social media content for C-suite client executives' social media channels (Twitter, LinkedIn, Instagram, and Facebook) and increased following across accounts by over 30%
- Monitored news on policy, national and international governing bodies, industry trends, and key competitors to inform relevant and practical insights for clients

Wachsman

Remote

Public Relations Associate

January 2022 – March 2023

- Executed public relations and communication campaigns for decentralized finance, KYC/AML, NFT, asset management, and institutional investment client accounts
- Conducted industry research through social and media monitoring, institutional and regulatory reports, and blockchain and cryptocurrency industry updates
- Drafted briefing documents, press releases, blog posts, bylines, and short and long-form commentary for over 20 individuals
- Assisted clients' key spokespeople in interview and communication preparation for their community members, platform users, and top financial and cryptocurrency publications such as Bloomberg, Forbes, Reuters, Wall Street Journal, CoinDesk, and The Block
- Provided administrative support such as drafting agendas and reports, and updating media activity trackers

Outcast Agency

Remote

Public Relations Associate

September 2021 – January 2022

- Provided administrative support to three account teams, such as drafting agendas and project management
- Tracked, analyzed, and summarized over 100 pieces of client and industry news and shared high-level insights and recommendations with client account teams
- Drafted materials such as media pitches, analyses, and briefing documents
- Built and maintained in-depth materials such as coverage reports, media lists, editorial calendars, speaking calendars, and awards lists

ADDITIONAL INFORMATION

- Languages:** English (Native), French (Intermediate), Wolof (Beginner)
- Publications:** Booker Ammah, B., Sow, F., Jones Walls, R., Walls, A. (Eds.). (2023). *A Study Abroad Manual: For Promoting Pan-African Consciousness and Action*. The University of Ghana; Sow, F. (2017). The Rebirth of the Mecca. In J. Lindsay (Ed.), *The Mecca Is Me* (pp 52-56).
- Skills:** Advanced Public Speaking; ArcGIS; Brand Narrative & Development; Client Relations; Consulting; Copyediting & Copywriting; Crisis Communications; Design Thinking; Hunyuan3D; Jamovi; Media & Public Relations; Meshy.ai; Microsoft (MS) Teams, Word, PowerPoint, Excel; Proofreading; Research; SPSS; Scaniverse; Strategic Communications; Website Design
- Research:** Howard University Cathy Hughes School of Communications (CHSOC) Inaugural Research and Creative Works Day – Awarded the Top Faculty Research Award for “The Black Family Museum & Archive” (2025); Ronald E. Hall Conference on Colorism – Research Presenter (2023), National Association of African American Studies – Research Presenter (2019 & 2018) & Howard University Research Week – Research Presenter (2017) for “Too Light or too Black?: A Study on Colorism in Social Media Through the Lens of Black Women at Howard University.”
- Public Speaking:** Wayne County Community College District - Guest Speaker (2026); Moorland-Spingarn Research Center - [MSRC Genealogy Stories with Fatou Sow](#) (2025); The Sadie Collective, Sadie T.M. Alexander Conference for Economics and Related Fields (SACE) – Workshop Lead for the Professional Development: Empowerment through Mentorship Session (2023)