



COMPANY PROFILE

Telling **Stories**. Creating **Impact**.
Communicating **Change**.



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Table of Contents

1. COMPANY OVERVIEW.....	5
2. WHO WE ARE	5
3. VISION.....	5
4. VISION.....	ERROR! BOOKMARK NOT DEFINED.
5. CORE VALUES	6
A. PROFESSIONALISM	6
B. QUALITY	6
C. INTEGRITY	6
D. ACCOUNTABILITY.....	6
E. CREATIVITY	6
F. RESPECT.....	6
G. CLIENT FOCUS.....	7
H. RELIABILITY	7
6. STRATEGIC OBJECTIVES	7
7. OUR AREAS OF EXPERTISE.....	7
A. MULTIMEDIA PRODUCTION.....	7
B. PHOTOGRAPHY & VISUAL DOCUMENTATION.....	7
C. CONTENT & DOCUMENTATION.....	8
D. GRAPHIC DESIGN & CREATIVE SERVICES	8
E. DIGITAL & SOCIAL MEDIA.....	8
F. RADIO, TELEVISION & AUDIO-VISUAL PRODUCTION	8
G. TRANSLATION & SUBTITLING.....	9
8. TECHNICAL CAPACITY.....	9
9. ORGANIZATIONAL STRUCTURE	10
10. CHIEF EXECUTIVE OFFICER – PROFILE.....	10
ABDIRAZAK MOHAMED HAYIR.....	10
CHIEF EXECUTIVE OFFICER – HAYIR MEDIA AGENCY	10
EDUCATION	11

11. <u>EXPERIENCE AND TRACK RECORD</u>	11
12. <u>PARTNERS</u>	12
HUMANITARIAN & DEVELOPMENT ORGANIZATIONS	12
GOVERNMENT & PUBLIC INSTITUTIONS	12
INTERNATIONAL ORGANIZATIONS	12
CIVIL SOCIETY & PROFESSIONAL ORGANIZATIONS	12
13. <u>SELECTED PORTFOLIO</u>	13
14. <u>QUALITY ASSURANCE</u>	13
15. <u>SAFEGUARDING & RESPONSIBLE STORYTELLING</u>	14
16. <u>ENVIRONMENTAL RESPONSIBILITY</u>	14
17. <u>GEOGRAPHICAL COVERAGE</u>	14
18. <u>WHY CHOOSE HAYIR MEDIA AGENCY?</u>	15
I. LOCAL EXPERTISE	15
II. INTEGRATED SERVICES	15
III. INSTITUTIONAL EXPERIENCE	15
IV. PROFESSIONAL PRODUCTION	15
V. RESPONSIVE MOBILIZATION	15
VI. ETHICAL STORYTELLING	15
VII. CLIENT-FOCUSED DELIVERY	15
VIII. FLEXIBLE CAPACITY	15
19. <u>OUR COMMITMENT</u>	16



EXECUTIVE SUMMARY

Hayir Media Agency is a professional multimedia, communication, documentation and creative services company established in 2017, based in Garowe, Puntland, Somalia. The Agency provides integrated media solutions to government institutions, humanitarian and development organizations, NGOs, private-sector organizations and other partners.

We are committed to quality, professionalism, integrity, accountability, creativity and responsible storytelling.

Through close collaboration with our clients, we develop communication products that strengthen visibility, engage audiences, document results and support organizations in communicating their missions effectively.

Our ambition is to become a trusted and leading multimedia and communication services provider in Somalia, building long-term partnerships through reliable service delivery, innovative solutions and consistently high-quality work.

MESSAGE FROM THE CEO

“At Hayir Media Agency, we believe that every story has the power to inform, inspire and create impact. Our commitment is to combine creativity, professionalism and responsible storytelling to help our clients communicate their vision, document their achievements and connect meaningfully with their audiences.

We are proud to build a media agency that understands the local context while delivering services to professional standards. As we continue to grow, our focus remains on quality, innovation, integrity and building lasting partnerships with the organizations and communities we serve.”

Abdirazak Mohamed Hayir

**Chief Executive Officer
Hayir Media Agency**

I. COMPANY OVERVIEW

Hayir Media Agency is a professional multimedia, communication, documentation and creative services company based in Garowe, Puntland, Somalia.

The Agency provides integrated media and communication solutions to government institutions, humanitarian and development organizations, non-governmental organizations, private-sector institutions, academic organizations and other partners.

Our services combine professional video production, documentary production, photography, drone imagery, graphic design, digital content, strategic communication, case studies, public awareness materials and project documentation.

Hayir Media Agency is committed to helping organizations effectively communicate their work, document results, demonstrate impact, engage communities and strengthen their institutional visibility.

With a strong understanding of Puntland's local context and experience working with development, humanitarian and public-sector organizations, the Agency provides responsive, professional and culturally appropriate services across Puntland and other parts of Somalia.

2. WHO WE ARE

Hayir Media Agency was established to provide reliable and high-quality multimedia and communication services to organizations that require professional documentation, visibility and creative communication solutions.

We believe that effective communication is not simply about producing photographs or videos. It requires understanding the purpose of an assignment, identifying the intended audience, developing an appropriate story, capturing authentic experiences and delivering content that communicates clearly and professionally.

Our approach combines creativity, technical expertise, field experience, cultural understanding and professional standards.

We work closely with our clients to transform activities, achievements, experiences and community voices into meaningful stories and high-quality communication products.

3. VISION

To become a leading and trusted multimedia and communication services provider in Somalia, recognized for professionalism, creativity, quality, reliability and impactful storytelling.

4. MISSION

Our mission is to provide high-quality, innovative and context-sensitive multimedia and communication solutions that enable organizations to effectively document their work, communicate their achievements, engage communities and strengthen their visibility.

We achieve this through:

- Professional multimedia production.
- Creative and evidence-based storytelling.
- Reliable and responsive service delivery.
- Strong client collaboration.
- Ethical and culturally sensitive communication.
- Continuous development of technical and creative capacity.

5. CORE VALUES

A. Professionalism

We maintain high professional standards in planning, production, communication and delivery.

B. Quality

We are committed to producing high-quality outputs that meet agreed technical and communication requirements.

C. Integrity

We conduct our work honestly, responsibly and transparently.

D. Accountability

We take responsibility for the quality, accuracy and timely delivery of our services.

E. Creativity

We develop innovative and engaging ways of presenting information, stories and organizational achievements.

F. Respect

We respect individuals, communities, cultures, privacy and dignity in all our assignments.

G. Client Focus

We listen to our clients, understand their objectives and develop solutions that respond to their specific needs.

H. Reliability

We value timely communication, efficient mobilization and dependable service delivery.

6. STRATEGIC OBJECTIVES

Hayir Media Agency aims to:

1. Provide professional and reliable multimedia and communication services.
2. Support humanitarian and development organizations in documenting programmes, achievements and impact.
3. Help institutions communicate effectively with communities, partners and the public.
4. Produce high-quality documentaries, photographs, videos and digital communication materials.
5. Strengthen organizational visibility and public engagement.
6. Promote ethical, accurate and responsible storytelling.
7. Continuously improve our technical equipment, systems and human resources.
8. Expand professional partnerships and service coverage across Somalia.

7. OUR AREAS OF EXPERTISE

A. Multimedia Production

- Documentary production
- Corporate and promotional videos
- Project documentation
- Human-interest stories
- Video advertisements
- Public Service Announcements
- Event coverage
- Interviews and testimonials
- Social media videos
- Vlogs and digital content

B. Photography & Visual Documentation

- Professional photography

- Event photography
- Project documentation
- Portrait photography
- Human-interest photography
- Aerial photography
- Drone photography and videography

C. Content & Documentation

- Case studies
- Success stories
- Human-interest stories
- Project documentation
- Situation reports
- Advocacy materials
- Public awareness content
- Community outreach materials

D. Graphic Design & Creative Services

- Corporate design
- Posters and banners
- Infographics
- Social media designs
- Motion graphics
- Presentation materials
- Subtitles and visual graphics

E. Digital & Social Media

- Social media content
- Digital campaigns
- Online video production
- Live streaming
- Event-based digital communication
- Audience-focused visual content

F. Radio, Television & Audio-Visual Production

- Radio programmes
- Television programmes
- Radio spots and jingles
- Public Service Announcements
- Talk shows

- Panel discussions
- Drama production
- Podcasts

G. Translation & Subtitling

- Somali-English translation
- English-Somali translation
- Video subtitles
- Captioning
- Multilingual communication materials

8. TECHNICAL CAPACITY

Hayir Media Agency maintains an integrated production capacity covering field production, photography, videography, aerial imagery, editing, graphics and content development.

Our production resources include:

- High-definition video cameras.
- Professional photography equipment.
- Professional audio recording equipment.
- Drone (DJI Mavic 3 pro, DJI Phantom 4 pro)
- Video editing and post-production systems.
- Graphics and motion-graphics production capability.
- Subtitle and captioning systems.
- Field documentation equipment.
- Digital file management and delivery systems.

Equipment and technical resources are selected according to the requirements of each assignment, including location, environmental conditions, deliverables and platform specifications.

9. ORGANIZATIONAL STRUCTURE

Hayir Media Agency operates through an integrated organizational structure comprising:



10. CHIEF EXECUTIVE OFFICER – PROFILE

Abdirazak Mohamed Hayir

Chief Executive Officer – Hayir Media Agency

Abdirazak Mohamed Hayir is the Chief Executive Officer of Hayir Media Agency and a Somali professional with extensive experience in media production, communications, documentation, institutional communication and organizational leadership.

He has approximately 14 years of professional experience in media and communication, with experience spanning documentary production, media campaigns, editing, journalism, research and communication methods.

His professional background includes leadership and senior roles with public institutions and media organizations, including:

- Former Media and Communication Director – TPEC.
- Former Media and Communication Director – Garowe Municipality.
- Former Chief Editor – Garowe Online.
- Former Correspondent – BBC Media Action.
- Former Correspondent – Jubaland TV.
- Former Correspondent – Kalsan TV.
- Former Correspondent – Royal TV.
- Former Deputy Director and Operations Manager – Radio Garowe.

His professional experience includes documentary production, media campaigns, visual storytelling, editorial work, research and communication, and the use of professional editing and post-production platforms.

EDUCATION

Master of Public Administration (MPA) **Lincoln University College, Malaysia- 2025-2026**

The MPA programme focuses on public administration, public policy, organizational and administrative issues, financial administration, comparative public administration, development administration, research methodology and related areas of public-sector management.

Master of Arts (MA) in Journalism and Mass Communication **Indira Gandhi National Open University (IGNOU), India-2022-2024**

Advanced academic and professional training in journalism, mass communication, media studies, communication, research and related areas of media practice.

Community Development **East Africa University, Puntland Somalia - 2013-2016**

The CEO's combination of media, communication and public administration knowledge provides Hayir Media Agency with a multidisciplinary leadership perspective that supports both creative production and institutional understanding.

II. EXPERIENCE AND TRACK RECORD

Hayir Media Agency has experience supporting humanitarian, development and public-sector organizations through multimedia production, project documentation, advocacy communication and visual storytelling.

Our documented clients and assignments include:

- Save the Children International
- Puntland Highway Authority (PHA)
- Salaam Development Centre
- Puntland Ministry of Health
- KAALO Aid & Development
- Puntland Association of Midwives (PAM)
- UNSOM
- UNMAS
- DIA
- DIKONIA
- PUNSAA

Our previous work has included advocacy documentaries, project documentation videos, situation reports, photography, case studies, public awareness materials and other communication products.

12. PARTNERS

Humanitarian & Development Organizations

- Save the Children International
- KAALO Aid & Development
- Salaam Development Centre
- DIKONIA
- PUNSAA

Government & Public Institutions

- Puntland Highway Authority
- Puntland Ministry of Health
- Garowe Municipality
- TPEC

International Organizations

- UNSOM
- UNMAS
- DIA

Civil Society & Professional Organizations

- Puntland Association of Midwives
- PUNSAA

13. SELECTED PORTFOLIO

Our portfolio includes assignments undertaken for humanitarian, development, government and civil-society organizations.

Client	Service	Year	Sample
Save the Children International	Video production & photography	2019	https://www.youtube.com/watch?v=BN8Ji5iyy5o
Save the Children International	Video production & photography	2020	https://www.youtube.com/watch?v=vMe1S26EfS4
Kaalo Aid & Development	Video production & photography	2020	https://www.facebook.com/kaaloorg/videos/208232597278640/
Kaalo Aid & Development	Video production & photography	2020	https://www.facebook.com/kaaloorg/videos/311650439485537/
Salaam Development Centre	Video production & photography	2023	https://www.youtube.com/watch?v=HFJKem6zjAg&t=9s
Puntland Highway Authority	Video production & photography	2025	https://www.facebook.com/share/v/1JL1NSdkaE/
Save The children International	Video production, photography & Case study	2026	https://www.youtube.com/watch?v=7BVVXX6nSN0
Save The children International	Video production, photography & Case study	2026	https://www.youtube.com/watch?v=hod5jfOCRb8
Puntland Minister of Health	PSA	2026	https://www.facebook.com/share/v/1KxZaUf2oD/
Puntland Association of Midwives (PAM)	Video Production	2026	https://www.facebook.com/share/v/19R5mp7hqS/

14. QUALITY ASSURANCE

Quality is central to our production process. We apply quality assurance throughout the assignment lifecycle:

1. Client briefing and understanding of objectives.
2. Pre-production planning.
3. Story development and interview preparation.
4. Technical preparation and equipment check.
5. Professional field production.
6. Internal review of photographs and footage.
7. Professional editing and post-production.
8. Editorial and factual review.
9. Quality checks for sound, image, subtitles and graphics.
10. Client review and incorporation of agreed feedback.
11. Final delivery in the required formats.

15. SAFEGUARDING & RESPONSIBLE STORYTELLING

Hayir Media Agency recognizes that humanitarian and development assignments may involve children, vulnerable individuals, families and communities.

We are committed to:

- Obtaining informed consent where required.
- Respecting privacy and confidentiality.
- Protecting individual and community dignity.
- Applying child safeguarding principles.
- Avoiding misleading, stigmatizing or exploitative representation.
- Presenting information accurately and within its appropriate context.
- Respecting local culture and community sensitivities.
- Following client-approved communication and branding requirements.

16. ENVIRONMENTAL RESPONSIBILITY

Hayir Media Agency supports responsible and environmentally conscious production practices.

Where practical, we:

- Use digital workflows and electronic file sharing.
- Coordinate field activities efficiently.
- Reduce unnecessary travel.
- Minimize disposable production materials.
- Use reusable materials where feasible.
- Promote environmental awareness through relevant communication content.
- Follow client and project environmental requirements.

17. GEOGRAPHICAL COVERAGE

Hayir Media Agency is headquartered in Garowe, Puntland, Somalia, providing a strong operational base for assignments throughout Puntland.

Our local presence enables rapid mobilization for:

- Field documentation
- Project visits
- Community stories
- Event coverage

- Photography
- Video production
- Drone assignments
- Public awareness campaigns
- Humanitarian and development documentation

The Agency can also undertake assignments in other parts of Somalia according to client requirements and operational arrangements.

18. WHY CHOOSE HAYIR MEDIA AGENCY?

I. Local Expertise

Strong understanding of Puntland's social, cultural and operational environment.

II. Integrated Services

Video, photography, drone, editing, graphics, documentation and digital communication under one service provider.

III. Institutional Experience

Experience working with government institutions, NGOs, humanitarian organizations and development partners.

IV. Professional Production

Commitment to high technical and creative standards.

V. Responsive Mobilization

Ability to deploy personnel and equipment according to assignment requirements.

VI. Ethical Storytelling

Respect for dignity, privacy, culture and safeguarding principles.

VII. Client-Focused Delivery

Close coordination with clients to ensure outputs meet communication objectives.

VIII. Flexible Capacity

Ability to support both small assignments and larger field productions.

19. OUR COMMITMENT

Hayir Media Agency is committed to delivering professional, reliable and innovative multimedia and communication services that create measurable value for our clients and the communities they serve.

We believe that powerful communication should be:

- a) **Accurate**
- b) **Authentic**
- c) **Creative**
- d) **Ethical**
- e) **Purposeful**

Our goal is not simply to capture images or produce videos. Our goal is to transform activities, experiences and achievements into meaningful stories that inform audiences, demonstrate impact, strengthen visibility and contribute to positive communication.

We seek to establish long-term partnerships with government institutions, humanitarian organizations, development partners, NGOs, businesses and other institutions that value professionalism, quality and responsible communication.

HAYIR

Media Agency



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