

# Manifesto

My name is Angelika Prox-Dampha. I am a Digital Marketing Consultant from Germany. I specialize in consulting my clients on marketing issues and web and social media campaign project management. I would like to volunteer for the position of **Outreach Department Coordinator**.



## About Angelika Prox-Dampha

My educational background is a degree (Diploma) from the University of Hamburg in International Management and Human Resources Management. In addition, I have a certification in TQM (Total Quality Management / ISO9000) Management and Auditing.

My work experience covers working in an HR and Event Management Agency, developing websites with Joomla as a freelancer, and working as a Manager for the West Africa Region of Goethe-Institut, being part of a team setting up and managing a global web and social media structure. Currently, I run my own marketing consultancy and web design company in Germany.

# My experience with Joomla

In the early days (about 2008) I took my first steps with Joomla. Those days I was teaching at the University of The Gambia and immediately introduced it to the IT faculty members. A short time later, most Government and organizational websites were based on Joomla.

My first time being part of an event in the German Joomla Community dates back to 2019. After Covid break, I regularly participated in the JUG and since early 2024 I have been actively volunteering in the marketing team.

## What Joomla means to me

Joomla is my cherished and favourite CMS and to my understanding, it has so many advantages over its competitors. Therefore, I recommend it to all my projects.

A great benefit is its very active community and its great international potential. My sincere respect goes to all the developers who are continuously evolving the Joomla product.

After years of using Joomla for my blog project and some commercial projects, I am happy to be able to give back.

## Volunteering for Outreach Department Coordinator

Diving deeper into volunteering in the marketing team and more insights into the Joomla system filled me with enthusiasm, as I understand that I can give to the community without having to be a savvy programming expert. There are many more activities, where volunteers are needed to make the system successful.

With my experience in Marketing, Communication, PR, Social Media, and Website Management, I can substantially support the community in my area of expertise. I am fluent in English, German, and French and speak a little Spanish and Italian.

I am thrilled about the idea of being in the position of actively bringing communication for Joomla forward, ensuring that all relevant information is updated and easily accessible from the various websites and social media platforms of the project.

My work will include streamlining the information provided and ensuring, that it is kept up to date with recent information.

I suggest defining target groups and personas to structure the information flow and cover these information needs (users, developers, service providers, extension developers, media, ...).

If possible, I would like to grow the visibility of the project and create fruitful links to the media.

To jointly work with the teams in marketing, social media, ...., who I salute for their excellent and tireless contributions will be the key to ensuring excellence in information flow and enhancing visibility.

## Women in Joomla

To be part of the core team as a woman, I can make a difference to encourage more women to feel free to aim for a career in a digital tech work environment and especially to become part of the volunteer community.