

CHARA | MEDIA



COMPANY
PROFILE 2026



CHARA

CHARA
— M E D I A —

At Chara Media, we don't just produce content, we build connections. Whether it's through strategic branding, impactful media campaigns, or comprehensive social media strategies, our focus has always been on creating value and leaving a lasting impression.

"UNLEASHING POSSIBILITIES EVERYDAY"

MEDIA

CEO'S MESSAGE

*"I RECEIVE A LOT OF QUESTIONS FROM PEOPLE, WHY MEDIA?
WHY DID I CHOOSE
THIS PATH? THE TRUTH IS, MEDIA CHOSE ME."*

I often reflect on the media landscape in Zambia and beyond, and one thing has always stood out, there is a significant gap in how brands and organizations connect with their audiences. Many great ideas, products, and services go unnoticed because their stories are not told effectively. At Chara Media, we saw this as an opportunity, a gap we were determined to fill.

When we founded Chara Media, our vision was clear, to redefine the way media and communication are approached. We noticed that many brands were struggling with inconsistent messaging, lack of creative direction, and an inability to adapt to the rapidly changing digital world. This wasn't just a problem for businesses, it was a missed opportunity for communities, industries, and even the economy.

We built Chara Media to be more than just a service provider. We are partners, innovators, and storytellers committed to bridging the gap between brands and their audiences. Our goal is to ensure that every client we work with can communicate their vision clearly, creatively, and effectively-whether through social media strategies, compelling campaigns, or high-quality productions.

CHARA
— M E D I A —

To our clients and partners, thank you for trusting us with your stories, together we are transforming the narrative and shaping a brighter future for the media industry. To our team, your creativity and passion are what make Chara Media what it is today. Let's keep pushing boundaries and making an impact

- ***Chimwemwe Lungu, CEO Chara Media Zambia.***



ABOUT US

Chara Media Zambia is more than just a media and communications agency. We are storytellers, innovators, and strategic partners dedicated to empowering brands and organizations to connect meaningfully with their audiences. Since our inception in 2024, we have positioned ourselves as a driving force in the media industry, combining creativity, strategy, and cutting-edge technology to craft compelling narratives and delivering measurable results.

With a foundation built on passion and professionalism, Chara Media has become a trusted name across diverse industries. Our team of creative professionals, media strategists, and marketing experts work collaboratively to deliver exceptional solutions tailored to meet the unique needs of each client. From conceptualizing groundbreaking campaigns to executing flawless media productions, we bring ideas to life with precision and purpose.

As we look to 2026, we are more committed than ever to delivering excellence. The media industry is constantly evolving, and so are we. Our team of passionate professionals continues to push boundaries, explore new technologies, and find creative ways to tell stories that matter.

CHARA
— M E D I A —

OUR PHILOSOPHY

At Chara Media, we believe that every brand has a voice but not every brand is heard. Our philosophy is rooted in clarity, creativity, and consistency. We don't just create content, we build communication ecosystems that drive engagement, trust, and long-term brand equity.

MISSION

Our Mission is to empower businesses, organizations and individuals with compelling products and services that not only satisfy them but leave a lasting impression. We aim to redefine the media landscape through innovative, creative, and results-driven solutions that empower brands and connect communities.

VISION

Our Vision is to develop into a well respected and leading global business service provider, meet customer preferences and also customer needs. We envision a future where Chara Media is synonymous with creativity, excellence, and transformative impact

OUR VALUES

EXCELLENCE

We deliver beyond expectation

INTEGRITY

We build trust

IMPACT

We measure what matters

CREATIVITY

We push boundaries

INNOVATION

We evolve constantly

CHARA
— M E D I A —

OUR PRODUCTS AND SERVICES

CHARA
— M E D I A —

CHARA

— M E D I A —



At Chara Media, we provide integrated media, communication, and brand solutions designed to help organizations strengthen their market presence, engage their audiences effectively, and achieve measurable growth. Our service offering is structured to deliver value across the entire brand communication lifecycle from strategy to execution.

- Video Production
- Audio Production
- Photography
- Social Media Management
- Branding (Company & Individual)
- Event Management
- Scriptwriting & Story Development
- Motion Graphics & Animation
- Visual Editing & Post-Production
- Brand Strategy & Positioning
- Content Strategy
- Social Media Management
- Advertising Campaigns
- Public Relations & Corporate Communications
- Influencer Marketing
- Media Planning & Buying
- Website Development
- Website Maintenance
- Content Creation (TV, Radio, Print & Digital)

SERVICES

OUR EXPERIENCE & PROJECTS



CHARA
— M E D I A —



CLIENTS & PARTNERSHIPS

Chara Media has worked with a diverse portfolio of clients across corporate, financial, public, and creative sectors. Our approach is built on strong collaboration, professionalism, and a clear understanding of each client's unique communication needs.

We have partnered with organizations and individuals to deliver high-impact media solutions ranging from brand campaigns and corporate communications to content production and digital strategy. Our growing client base is a testament to our commitment to quality, consistency, and results-driven execution.



VICKSON NCUBE
ZESCO BOARD CHAIRMAN



JITO KAYUMBA
SPECIAL ASSISTANT TO THE PRESIDENT FOR
FINANCE AND INVESTMENT



LEAH NAKAZWE KOOMA
CEO- LIQUID INTELLIGENT TECHNOLOGIES



ENG. DAVID KAMUNGU
CEO- ENGINEERING INSTITUTION OF ZAMBIA



MWELWA MANDA
COUNTRY MANAGER- PROSPECT RESOURCES



NICHOLAS KABASO
CEO - LUSAKA SECURITIES EXCHANGE



GEOFFREY SAKULANDA
CHAIRMAN- NHIMA



ASHER SIMUKOKO
CHAIRMAN- GREENGOLD ESTATES LIMITED



MMPHEZA MBEWE
MARKETING MANAGER
LIQUID INTELLIGENT TECHNOLOGIES



DR. FABIAN MPUKU Ph.D
ABSA



KULUSU CHISOLA
CEO- IZWE



MUTANGA SIBALWA
SENIOR MANAGER CORPORATE AFFAIRS ZESCO



MWENDAMO MAZABA
CFO- LIQUIDINTELLIGENTTECHNOLOGIES



YANDE MWENYE
PRESIDENT - ZICA



PHIL DAKA
TOBACCO BOARD OF ZAMBIA CHAIRMAN

#BRANDEDBYCHARA

CHARA
— M E D I A —



PUBLICATIONS –THE POWER PRESENCE MAGAZINE

As part of our commitment to thought leadership and storytelling, Chara Media publishes The Power Presence Magazine, a premium platform that showcases influential voices, industry leaders, and impactful stories shaping business and society.

The magazine serves as a bridge between brands and audiences, providing visibility, credibility, and a space for meaningful narratives. Through curated editions such as The Gentlemen's Circle, we highlight excellence, leadership, and the evolving standards of success.

CHARA

— MEDIA —



EVENTS & PLATFORMS

THE MEDIA CHAT ROOM

Chara Media is also actively involved in creating and hosting impactful industry conversations through curated events and platforms.

One of our flagship initiatives, The Media Chat Room, brings together key stakeholders, industry leaders, and decision-makers to discuss critical issues affecting business, media, and the economy. The platform is designed to foster dialogue, share insights, and drive solutions in a dynamic and engaging environment.

Beyond this, we support and organize a range of corporate and creative events, offering end-to-end event coverage, content production, and strategic communication support.



CHARA

— MEDIA —



OUR TEAM



CHIMWEMWE LUNGU

CHIEF EXECUTIVE OFFICER | DIRECTOR

A banker by profession with a Degree in Accounting and Finance, Chimwemwe brings a strong blend of financial expertise and media experience. With over 6 years in the media industry. Chimwemwe began her media journey as a Chief Presenter at Sisco, where she conducted a wide range of interviews and developed a strong foundation in storytelling and audience engagement.

ROBINSON NSOFWA

HEAD OF PRODUCTION | PR MANAGER

Oversees all production processes, ensuring seamless execution of video, audio, and photography projects from concept to delivery while maintaining high production standards. He ensures that projects are executed efficiently and that the company maintains a strong and consistent public image.



DALITSO PHIRI

OPERATIONS MANAGER | BUSINESS ADVISOR

Dalitso oversees client relations and internal operations while also providing strategic business advisory support, ensuring efficiency, growth, and long-term sustainability.



MAPHOSA THOMAS

DIGITAL & STRATEGY LEAD

Maposa leads digital strategy, content planning, and online brand positioning, ensuring that all campaigns are aligned with market trends and client objectives.

SIPHO TEMBO

FINANCE & ADMINISTRATION

Responsible for financial planning, budgeting, and oversight. Ensuring strong financial management, accountability, and long-term sustainability of the organization.



MAMBO RUBY

HEAD OF DESIGN

Mambo leads the design function, overseeing visual identity, creative direction, and brand aesthetics across all projects, ensuring consistency, innovation, and high-impact visual execution.

OUR CLIENTS



Powering The Nation



FORTRESS HUB TECHNOLOGIES LIMITED
CONNECTED BY PACKETS



PINEGOLD
energy



TOBACCO BOARD OF ZAMBIA
Tobacco, Our Green Gold



LIQUID
INTELLIGENT TECHNOLOGIES

HOME



LuSE



PhilteQ
CONSULT LTD

CHARA

— M E D I A —



***"THE PEOPLE WHO ARE CRAZY ENOUGH TO THINK THEY CAN CHANGE THE
WORLD ARE THE ONE'S WHO DO"***

- STEVE JOBS

CONTACT

Chara Media Zambia

4546 Tito Road Lusaka

Email: Charazambia@gmail.com

Tel: +260974509738/ +260776502276

www.charamediazambia.com