

Oladimeji Emmanuel Olushola

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IDEA INCUBATOR - COPYWRITER

Results-oriented and award-winning brand communications professional with five years of creative advertising experience, crafting memorable campaigns for clients such as Fidelity Bank, Trophy Lager, Leadway, Tetmosol, BetKing, The Guardian Newspaper, SKG Pharmaceuticals, Givanas Industries, and the Federal Ministry of Information.

Known for excelling in Creative Strategy, Copywriting, Concept Development, Design thinking, TV and radio scripting, Creative Leadership, and Content Development.

EXPERIENCE

Dentsu Creative, Nigeria.

Sep 2023 - Present

Manager, Copywriter (Social and Content)

Joined the team for AB InBev brands (Budweiser and Trophy Lager) and Fidelity Bank as lead Copywriter to create impactful communication materials.

Key Achievements

- Joined the team and delivered the 2024 Trophy Lager one-year marketing plan, which was adopted by the client.
- Scripted the "Honourable Moments" TV and radio commercial, which was recognized as the brand's best commercial since its inception in Nigeria.
- Crafted a viral campaign for Fidelity Bank highlighting Tunda Onakoya's Times Square chess victory, which garnered commendations from users on both Instagram and Twitter.
- Developed a viral Eid digital campaign with Asherkine (an influencer popularly known for his goodwill), generating positive sentiments towards Fidelity Bank.
- Collaborated closely with my Art Director to create engaging and impactful social media content that resonates with Fidelity Bank's target audience.
- Created the Trophy Lager 2024 Olympics campaign for Team Nigeria and developed the AFCON 2024 campaign.
- Worked closely with the designer to create the corporate ad positioning for Mediafuse Dentsu Group.
- Collaborated with other creatives to keep the agency's social media active.
- Wrote radio and TV scripts and created digital engagements and stunt campaigns.

Adeptus Advertising LTD, Ogudu.

Dec 2019 - August 2023

Senior Creative Manager

Rose to the position of Senior Manager in 3 years and was responsible for managing the Creative Department and overseeing a portfolio of accounts.

Key Achievements:

- Set up the agency's first knowledge-sharing session to facilitate learning and staff development beyond the confines of their respective job descriptions.
- Conceptualized the agency's first feature in Lürzer's Archive, the world's most prominent advertising publication.
- Ideated the "Fake Hits" campaign for Guardian Newspaper, which garnered widespread attention from creative leaders and internet users across continents. This was also the agency's first appearance at the Cannes Creative Festival.
- Led and won pitches for clients including Tetmosol, BetKing, Leadway, and Lafiami.
- Responsible for generating effective creative strategies, marketing copy, and concepts that increased brand awareness and consumer engagement across various channels.
- Served as the team lead for a small group of creatives, including an Art Director, a Brand Manager, and two interns.

Confluence Cable Network, Lokoja.**Dec 2018 - Nov 2019****Radio & TV Executive****Key Achievements:**

- Hosted interviews, talk shows, discussions and personal programs
- In-house production and advert voice-overs
- Planned, researched and compiled program synopsis
- Rehearsed for live and recorded news bulletin broadcast
- Worked closely with the head of the Station for the effective day-to-day flow of the station's activities.
- Ensured a smooth relationship with other members of the team.

Daily Trust Newspapers, Abuja**Aug 2017 - Oct 2018****Editorial Assistant****Key Achievements:**

- Wrote 10 bylines in 2 months. - Attached to the Environment Desk to source and report stories. - Conducted interviews, transcribed, and researched for the authenticity of every new story and article under my beat before publication. - Partnered with senior writers to execute a teen publication

SO&U Saatchi and Saatchi**Aug 2016 - Nov 2016****Creative Intern**

EDUCATION**University of Ilorin**

BSc Mass Communication

*Second Class Upper: Advertising & Public Relations Major***02 Academy**

Creative Sytrategy

Open Squares Africa

Developing World-Class Marcomms Strategy for the African Market

Roger Hatchuel Future Creative Leaders Academy

Chini Africa

RECOGNITION & AWARD

- Lurzer's Archive Feature: Issue 1+2 - 2021
- Press Craft & Press Laif Category (Lagos Advertising & Ideas Festival)
- Radio-Craft & Radio Category (Lagos Advertising & Ideas Festival)
- Film Laif Category (Lagos Advertising & Ideas Festival)
- 3 Bronze Medals: Fake Hits (Guardian Newspaper)