

# Favour Umenweke

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## ASSOCIATIONS

**FUTO Society Of Journalist**  
Vice President

**NYSC Health CDS Group Eti-Osa 3 LGA**  
Vice President/Acting President

## LANGUAGES

**English**  
Spoken: Native • Written: Native



## INTRO

### Profile

Skilled communications manager, public relations consultant, content creator, and strategist with over four years of experience in corporate communications, marketing, and media relations with strong communication skills.

I like to think of myself as a great communicator, as I tend to naturally understand my audience, capture a brand voice, simplify complex ideas, and make not-so-complex or interesting ideas marketable.

I'm passionate about helping people and brands experience positive interactions with the media to maintain reputation, strengthen consumer loyalty, establish credibility, enhance their online presence and achieve their goals.



## WORK EXPERIENCE

### Associate PR Associate

**Garmut Inc • Sep 2021 - Feb 2022**

- Successfully implemented PR and marketing campaigns for clients with over 80% ROI
- Successfully pitched and landed clients in various industries
- Regularly liaising with clients to ensure excellent levels of service and satisfaction
- Formulation and execution of strategies for Garmut and other clients
- Monitored marketing content for quality, accuracy, and impact.

### Communications Manager

**Venia Group • Sep 2020 - Present**

- Successfully created and managed various campaigns that boosted sales by 80%
- Boosted brand online visibility and growth by over 85%
- Creating company literature, marketing & promotional materials, and other forms of communication
- Social media management, community management, and content development for sub-brands.

### Business Operations and Marketing Intern

**Bright Network • Jun 2020 - Jul 2020**

- Successfully devised marketing strategies that aided in business expansion
- Collaborated with team members to help expand marketing channels
- Analyzed and devised new processes to boost business operational efficiency
- Performed market analysis and researched the latest trends.

### Content Strategist

**Summer Digital • Sep 2019 - May 2020**

- Successfully devised marketing strategies that aided in business expansion
- Collaborated with team members to help expand marketing channels
- Analyzed and devised new processes to boost business operational efficiency
- Performed market analysis and researched the latest trends.

### Public Relations and Communications Intern

**Kleeks PR & Marketing • Jun 2018 - Feb 2019**

- Client brand reputation management both online and offline
- Developed marketing communications strategies and campaigns that boosted customer interaction by 70%
- Successfully organized exhibitions, product launches, activations, and events for clients



## **Programs Intern**

**Nigeria Television Authority(NTA) • Sep 2016 - Nov 2016**

- Creation of program schedule. - Preview and upload programs and marketing jingles to be aired. - Assisted in organizing the NTA science expo.



## **EDUCATION**



## **Information Management Technology**

**Federal University of Technology, Owerri • Sep 2014 - Dec 2019**



## **SKILLS**

Search engine optimization (SEO) Presentation skills Social media marketing  
Interpersonal communication Business development Event management  
Research planning Public Relations Market research, intelligence  
Content management Brand management  
Digital content development and editing (social media, blogs, etc.)  
Corporate communications



## **HOBBIES**



Podcasting  
Writing  
Strolling



## **LINKS**



[www.linkedin.com/in/favour-umenweke](https://www.linkedin.com/in/favour-umenweke)