

FAVOUR UMENWEKE

favourumenweke@gmail.com / +234-8062671049 / Lagos, Nigeria

SUMMARY

Creative and impact-driven Brand & Communications leader with over 7 years of experience in strategic communications, brand building, and cross-functional program execution. Currently leading brand strategy, corporate communications, and digital growth at Peakware Group, driving initiatives that elevate the company's presence across multiple channels, including social media, events, and corporate campaigns.

I specialize in building brand equity, engaging communities, and amplifying corporate voice, while managing high-impact projects such as exhibitions, webinars, CSR programs, and website revamps. I have been proven to lead teams, optimize processes, and communicate compelling brand narratives that align with organizational goals and deliver measurable results. My mission is to help brands not just grow but thrive, stand out, and leave a lasting impact.

EXPERIENCE

Group, Brand & Communications Manager

Peakware Group • Lagos, Nigeria

08/2025 - Present

- Grew Instagram followers by 155.6% and LinkedIn engagement by 30%+, driving strong brand visibility.
- Led press releases, email campaigns (40%+ open rate), newsletters, blog posts, and social media content.
- Oversaw social media presence and aligned posts to include branding and trending ideas.
- Planned and executed exhibitions, webinars, CSR programs, and corporate events, aligning with strategic objectives.
- Directed the company's website revamp and produced videos to enhance brand storytelling.
- Collaborated with Sales, IT, Academy, and Business Development teams to support campaigns, product launches, and growth initiatives.

Operations & PR Lead

ImpactHER • New York, NY

02/2025 - 10/2025

- Lead promotional efforts for webinars, training sessions, global campaigns, and exhibitions.
- Oversaw the planning, execution, and reporting of capacity-building programs, workshops, and other initiatives for our community with beneficiaries in over 30 countries.
- Manage internal teams across Africa, assign tasks, set KPIs, and ensure a smooth workflow across departments.
- Coordinated strategic visibility initiatives during international events in partnership with global organizations.
- Managed sensitive communications and inquiries, maintaining a consistent and professional organizational voice.
- Managed projects focused on skill acquisition and impactful initiatives for both men and women across the continent.
- Supported and oversaw projects enabling women's access to finance and export opportunities through collaboration with international, national, and governmental stakeholders.

Lead, Communication & Partnership

Chequebase • Lagos, LA

01/2024 - 12/2024

- I managed strategic partnerships with industry stakeholders, including financial institutions, technology providers, and corporate clients.
- I built and nurtured strong relationships with partners to ensure successful collaboration and achieve mutual objectives.

- Developed and maintained a pipeline of potential partners to support business growth and brand visibility.
- Executed a robust communication strategy that aligns with Chequebase's brand positioning, mission, and goals.

Lead, Brand & Communications

Ash Nelson Partners • Lagos, LA

10/2023 - 04/2024

- I developed and implemented initiatives to enhance ANP Community members and HR collaboration.
- Oversaw creation and distribution of content across various platforms, including websites, social media, newsletters, print materials and press releases.
- Managed communication between internal and external stakeholders as well as oversaw business operations and administrative activities.
- Supported cross-departmental projects with effective communication plans and materials.
- Identified and developed strategic OEM partnerships for product resale.
- Collaborated with technical and sales teams to evaluate market opportunities and deliver customer-focused solutions.

Brand Communications & Marketing Manager

Venia Group • Lagos

09/2020 - 09/2023

- Organized and hosted community events, online and offline to foster engagement and connection.
- Managed and maintained social media accounts, and also monitored social media trends and emerging platforms to identify opportunities for community engagement.
- I successfully created and managed various campaigns that boosted sales by 80% and brand online visibility and growth by over 85%.
- Built and maintained relationships with key community members, influencers, and stakeholders.
- Created company literature, marketing & promotional materials, and other forms of communication.

PR & Marketing Associate

Garmut Inc • Lagos, LA

09/2021 - 02/2022

- 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.
- Organize events and publicity rounds for our clients.

Business Operations and Marketing Intern

Bright Network • London, ENG

06/2020 - 07/2020

- Analyzed existing business processes to identify inefficiencies or bottlenecks.
- Assisted in formulating new processes to improve workflow efficiency, ensuring smooth business operations.
- Research competitor's operational strategies to inform company practice improvements.

Content Strategist

Summer Digital • Lagos, LA

09/2019 - 05/2020

- Developed and implemented campaigns that increased engagement and traffic.
- Conducted thorough market research to understand target audiences and industry trends.
- Oversaw content production from ideation to publication and social media management.

Public Relations and Communications Associate

Kleeks PR • Lagos, Nigeria

06/2018 - 02/2019

- Developed marketing communications strategies and campaigns that boosted customer interaction by 70%.
- Successfully planned and coordinated media events, press conferences, activations, product launches, and interviews for clients.

- Conducted research for clients, including industry trends, competitor analysis, and audience insights, to help inform PR strategies.
- Assisted in managing social media accounts, creating and scheduling posts, and engaging with followers to increase online visibility for clients.

Recruiter

Hyt Consulting • Lagos, Nigeria

08/2018 - 11/2018

- Prepared recruitment materials and posted jobs to appropriate job websites that attracted hundreds of applications.
- Conduct interviews using various reliable recruiting and selection tools/methods to filter candidates within the schedule.
- Assessed hundreds of applicant's relevant knowledge, hard and soft skills, experience, and aptitudes.

Programmes Intern

Nigeria Television Aba Authority(NTA) • Aba, Abia

09/2016 - 11/2016

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

SKILLS

- Content creation and curation
- Social Media Management
- Communication strategy
- Team building
- Project Management
- Event coordination
- Brand development
- Public relations
- Marketing strategy
- Partnership management

EDUCATION

Information Management Technology

Federal University of Technology • Owerri

12/2019

- Graduated magna cum laude
- GPA: 4.17

CERTIFICATIONS

- Brand Management, University of London, 07/2024
- Venture Capital, EntryLevel, 05/2023
- Creativity & Problem Solving Skills, MSBM UK, 06/2021
- Copywriting, Alison, 03/2020
- Diploma in Public Relations, Alison, 06/2019

PORTFOLIO

- <https://linkedin.com/in/favour-umenweke>
- <https://favourumenweke.journoportfolio.com/>
- <https://favourumenweke2.journoportfolio.com/>