

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 have worked across various industries from fashion, education, telecommunications, entertainment, security intelligence, financials, IT, and FMCGs.

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



Brand PR and Communications Manager 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

Event management Public, corporate relations

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



<https://favourumenweke.journoportfolio.com/>



www.linkedin.com/in/favour-umenweke