



Ndubuwaku Kanayo

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Address: [18 Jehovah Street](#)
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Personal Details

Date of Birth : 11/11/1994

Sex. Male

Marital Status Single

Nationality. Nigeria

Religion. Christian

State of Origin. Imo

Work experience

FORE MEDIA GROUP

February 2018 — — Present

Head of Content/News

- Overseeing all content creation activities for the organization's website.
- Working closely with the marketing team to devise a web content strategy that aligns with the company's wider goals.
- Creation of a content marketing calendar to ensure regular content on the website throughout the year.
- Writing educative, entertaining and informative search engine optimized copy.
- Targeting keywords set by the online marketing manager and basing articles around them.
- Keeping up to date with industry best practice and monitoring content activities of competitor websites.
- Assisting the online marketing manager with ad-hoc copy-writing.
- Re-purposing content for different mediums including social media and video.
- Creation of entertaining and informative video content for the website.
- Working alongside the social media manager to create content for the different social media channels.
- Updating all sections of the website including homepage and all other categories.
- Training the eCommerce team on how to use the website content management system.

DAILY FAMILY NEWSPAPER

October 2017 — — February 2018

REPORTER

- Investigate, observe, interview and write news stories.
- Prepare factual stories, creative articles; broadcasts that proffer solutions to societal problems, these stories often involve local, state, national and international topics on current events.
- Take photos or video footage of objects or places of potential significance.
- Analyzing and interpreting information to improve the audience's understanding
- Editing articles and scripts for proper grammar and style
- Arranging on-air interviews for television and radio
- Contributing to news or opinion blogs
- Offering solutions to societal issues in the form of columns or editorials

MIRABEL RADIO NIGERIA

May 2017 — October 2017

Radio Host

- Prepare good written scripts
- Work in collaboration with the control board, selling time slots to advertisers and keeping accurate logs
Attend press conferences
- Collaborate with producers to develop program materials
- Interview guests, talk with the audience and help with preparing content for political programs

PLANET 101.1 FM UYO

August 2016 — May 2017

Social Media Manager

- Promotion of brand awareness and online reputation
- Content management SEO (search engine optimization) and generation of inbound traffic
- Cultivation of leads and sales administrate the creation and publishing of relevant, original, high-quality content.
- Identify and improve organizational development aspects that would improve content
- Create a regular publishing schedule.
- Leverage the right tools to manage content.
- Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns.
- Promote content through social advertising.

Education

Janet and John Primary School

Lagos Nigeria.

April 1999- June 2005

National College Gbagada

Lagos Nigeria

June 2005- October 2010

Sociology and Anthropology

October 2011 — July 2015

Nnamdi Azikiwe University Awka Nigeria

Obtained a degree in Sociology and Anthropology,
Second Class Upper CGPA of 4.03

Qualifications

Broadcast Radio Master Class (BRMC) Certificate of Training (Media)

Interests

{Social Media Management}, {Broadcasting and Sound Production}, Writing, Public Policy and Economic Analysis

References

Hon. Babatunde Oralusi

DG NIGERIA CAPITAL DEVELOPMENT FUND (NCDF) & CHAIRMAN FORE-MEDIA GROUP OF COMPANIES

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Sebastian Ebatamehi

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