

Career Summary: I am seeking an avenue to scale up my innovative ability which I have extensively built through other ingenious tasks and platforms. I desire to develop leading conversations for brands and entities to increase the profitability of the agency from clients to personnel. I am looking for a position at an innovative company with a good customer mix from start up to market leading brands.

Career Path: Public Relations | Digital Marketing | Advertising | Brand Management

Top Skills: Research | Content creation | Strategy and Planning | Data Analysis |

Interests: Sports • People • Entrepreneurship • Public Speaking

PROFESSIONAL EXPERIENCES

Oct 2019 - Present

Pulse Marketing **Lagos**
Community Manager/Social Media Manager

- Manage brand communities of about 13 different brands on the three major social media channels - Facebook, Instagram, Twitter
- Worked with team to create strategy for digital marketing campaigns
- Monitored trends to create trendy creatives for brands to look alive
- Created content for social media posts

Dec 2018 - Oct 2019

Ministry of Information **Enugu**
Information Officer (NYSC)

- Worked closely with the office and the public enlightenment to create and facilitate Trader Moni campaign.
- Worked with the social media strategy team to create and disseminate content on Facebook.

June 2016- Oct 2018

Unilorin 89.3FM **Ilorin**
Sports Analyst/Presenter

- Regularly created content for and co-hosted the station's midweek sports show (Sports 360) and pidgin show (Sports Gidigba)
- Hosted the station's weekend magazine sports show (Sports 360 Parliament)
- Joined other presenters to run live commentary on all Nigeria's matches at the 2018 World Cup
- Reported live from sporting activities in the University of Ilorin and NPFL games played in the state.

July 2016 - Oct 2016

Sweet 107.1FM **Abeokuta**
News Reporter (Intern)

- Reported from live political and public relations events happening in the state
- Created and edited news bulletins for the different news broadcasts of the day.

VOLUNTEERING

CFMC Nigeria (**Social Media Team Lead**)
Tales for Naija (**Contributor**)

EDUCATION

Oct 2014 - Oct 2018

University of Ilorin

Ilorin

B.Sc. Mass Communication (Second Class Upper)

- Served as one of the lead editors for about 3 editions of the Lens Magazine, Unilorin Watch Newspapers and other publications in the institution
- Led the Department student association as the President to create a programme where Veterans in the industry come to discuss trends and ideas with students.
- Organized with a creative team, an agricultural entrepreneurship event for students in the institution.

ACADEMIC AND PROFESSIONAL CERTIFICATIONS

National Youth Service Corps
Discharge Certificate (Oct 2019)

University of Ilorin
B.Sc. Mass Communication

Hubspot Academy Content Marketing Certification

Hubspot Academy Social Media Certification

AWARDS AND ACHIEVEMENT

President
Association of Mass Communication Students

Editorial Publisher
Lens Magazine "Beyond the Ordinary"

Contributor
Unilorin Watch Newspaper/ Kogi Kopa Magazine