

PROFESSIONAL SUMMARY

An experienced Communications leader with a 14-year record of leading multimarket teams to deliver strong results for brands in industries such as Public Health, Media, Financial technology, Oil and Gas, Construction, Agroprocessing, and Development. With expertise in charting superior communications solutions, I deliver brand growth for organizations across several sectors by creating and sustaining winning narratives about their work, managing stakeholder relationships meaningfully, and strategically impacting value decisions that affect them across multi-publics. My expertise also covers brand governance, digital marketing, internal and external communications, brand and reputation management, crisis management, corporate social responsibility, public and government relations, and events management.

WORK EXPERIENCE

Still Earth Holdings

Manager, Group Marketing and Corporate Communications | 2022 - Present

- Strategic Leadership: Lead the formulation and execution of public relations strategies, leveraging insights from national and global trends, data analytics, regulatory changes, and current affairs. Direct the overall strategic vision and implementation of initiatives across diverse channels, audiences, and geographical landscapes.
- Communication Governance: Drive internal and external communication governance, overseeing channel management, editorial direction, design, production, third-party management, and distribution of all organizational publications.
- Media Coordination: Manage media relationships, ensuring proactive engagement with target media and timely response to media requests. Collaborate with support agencies to deliver strategic tasks and maintain a positive media presence.
- Collaborative Messaging: Work closely with organizational leaders to develop and implement messaging and integrated communication plans that resonate with diverse audiences, both internally and externally.
- Public Relations Expertise: Lead the development and execution of the Public Relations strategy, leveraging national and global trends, data, policies, regulatory changes, and current affairs
- CSR Strategy Leadership: Champion the articulation and development of the company's Corporate Social Responsibility (CSR) strategy, ensuring alignment with corporate objectives, business goals, and host community needs.
- Thought Leadership: Strategize and implement thought leadership initiatives, speaking opportunities, and media visibility plans for the Group Chief Executive and senior leadership.
- Best Practices Advocacy: Ensure the application of best practices in corporate communications across all functions. Collaborate with cross-functional teams to inform strategic business decisions and proactively manage stakeholder issues and associated risks.
- Event Management: Oversee and manage company events, ensuring optimal brand representation at local, regional, and international industry conferences, events, exhibitions, and community gatherings.
- Digital Media: Planning, tracking and analyzing digital media performance across the group and strategically growing share of voice online.

Farmforte Agro-allied

Manager, Group Corporate Communications | 2021 - 2022

- Led communication, marketing, and community efforts to grow investment platform resulting in combined followership of over 60,000 customers.
- Led the development and execution of comprehensive marketing communication plans that supported the corporate strategy, meeting the organization's financial and non-financial goals.
- Strategically conceived, designed, and executed a wide range of multimedia solutions for Farmforte, Agropartnerships, Forest Capital, and other brand subsidiaries.
- Structuring, managing and attracting investment communities, and measurably increasing brand visibility in response to drawbacks in the Nigerian fintech regulatory environment.
- Led crisis management efforts and managed stakeholder relationships through multilevel communications and PR strategies.
- Attracting new groups of investors by curating data-driven experiential interactions and engaging integrated marketing tactics online and offline.
- Creation of scripts, holding responses, templates and kits for customer service, and interdepartmental stakeholder relations through consistent and tailored communications efforts.
- Managed all company Internal Communications activities including scripting, editing, and production of company publications (Online and print); crisis communication including Holding Statements; Q&A and Scenario Planning; media engagement, executive speeches, and events planning.

Health Strategy and Delivery Foundation.

- Ensuring Corporate Social Responsibility efforts bring about sustainable change in our operational areas across the country.
- Sustaining brand management, and strengthening brand equity, quality assurance and control of all marketing and communications.
- Overseeing Project management for communications across the group

Communications Consultant | 2019 - 2020

- Managed project communications, website, intranet, media relations and developed press releases
- Edited success stories and reports for donor organisations
- Coordinated knowledge management and executed strategy on KM platforms.
- Developed a staffing plan for the department and supported the recruitment of staff and consultants.
- Successfully coordinated events across state offices in FCT, Lagos and Enugu in Nigeria for diabetes and cancer sensitization and awareness
- Successfully crafted a digital communications roadmap that led to increased publicity of programmatic efforts and internal engagement
- Coordinated information from the State Programme Reps and managers, to create communication publications.
- Supported programmatic communications strategy development and implementation
- Led the development and implementation of communications related acculturation initiatives.

Head, Brand Communications | 2016 - 2018

- Led the creative design, new media and content creation teams to deliver outstanding client briefs.
- Managed the firm's relationship with African and global tech & business media.
- Also successfully managed the digital and internal re-branding process during the company's transition to an integrated agency with a strong digital focus.
- Projects and organizations managed included: NNPC/FG, Office of the President of the Federal Republic of Nigeria, Access Bank Plc.

Imaginarium Inc.

House of Freedom, Nigeria

Communications Manager | 2014 - 2016

- Managed seven brand entities successfully and provided leadership for the in-house agency, managing and supporting sub-brands daily for ATL and BTL marketing communications needs.
- Succeeded in creating and monitoring communications standards, brand manuals, SOPs and style guides, websites, corporate literature, stakeholder publications, etc.
- Managed cross-functional teams to deliver expertise on strategic projects for the company.
- Created strategic events and managed execution to increase brand visibility
- Other responsibilities included Community newspaper Editor, Media buy and planning, Internal and External Communications, Brand Strategy & Advertising, Media and Public Relations, and events and sponsorship
- Identified and managed volunteer communities, planned and created engagement strategy for conferences, concerts, donor balls and events. Also published timely reports and other communications to strengthen and engage community building efforts for donors, grant makers, beneficiaries and various audience groups.

Polaris Bank (formerly Skye Bank Nig. Plc).

Strategic Brand Management | 2014

- Supported Integrated Marketing, Brand Management, Media, CSR and Events teams within the Strategic Brand Management unit with research, operational assistance, ideation and scripting of PR and various product marketing kits.

Corporate Communications and Corporate Social Responsibility Officer | 2010 - 2013

Century Energy Group

- Coordinated all company Internal Communications activities including scripting, editing, and production of company publications (Online and print); crisis communication including Holding Statements; Q&A and Scenario Planning; media engagement, co-wrote executive speeches, and events planning.
- I provided solutions and support across the areas of Brand communications, Public Relations, Media monitoring,
- Production and standardization of communication materials and literature
- Social and Environmental Responsibility (CSR) Interface
- As the deputy Editor, published the Group bi-monthly stakeholder newsletter
- Overseeing the implementation of approved Corporate Social Responsibility and community development initiatives.
- Managed the periodic update of all media platforms including the websites, blogs, social media pages, etc.
- Coordinated interactions with foundations, non-profits, government agencies, schools, advocacy organisations coordinator

SHORT TERM RELEVANT WORK EXPERIENCE

Styrax Consulting 2021 - 2022

Campaign Project Communications Manager

- I provided leadership and strategic oversight on PR and publicity, branding and campaign messaging for senatorial candidate under People's Democratic Party.
- Created brand playbook, and ensured standardization of all outgoing communications
- Co-wrote and edited manifesto, speeches, blog, website literature
- Created strategy for digital campaign and managed social media teams
- Aggressively pursued positive media coverage for all entities and develop effective strategies to manage/mitigate negative coverage.
- Supervised SEO writing, monitoring and evaluation
- Interfaced with local, print, radio and digital media to deliver superior communications on activities of candidate
- Created assets such as websites, documentaries, social media pages, manifestoes, outdoor billboard messaging and more.
- Ideation and execution of strategic events to enhance candidate's brand affinity

Highlife World/Highlife TV 2020 - 2020

Head, Media and Communications

- Governed and executed the rebranding of the organization's visual identity to align with the new corporate focus.
- Headed the media and communication teams in the daily and weekly production of marketing and media products.
- Created team structure for the media and communications department and templates for work deliverables.
- QAQC of all internal and external communications including videos productions, photoshoots, brand merchandise, brand touchpoints, websites, etc.
- Managed volunteer community and work teams to execute strategy

Creative Nigeria Project 2012 - 2015

Director, Projects and partnerships

- Successfully co-produced multiple conferences, theatre events, exhibitions and concerts to drive social consciousness through art and events.
- partnered with leading organisations to finance projects and events such as First Bank Nigeria.
- Partnered to support beneficiary organizations such as Slum2School educational foundation.
- Managed volunteer community and work teams to execute event strategy
- Managed relations with HNIs, and sponsoring organisations

VOLUNTEER WORK EXPERIENCE

Pink Pearl Foundation

Board Member

- Providing board advisory to a foremost cancer awareness and advocacy organization in Nigeria

Sozolife Foundation

Program Management

- A social impact vehicle for displaced people and communities in Nigeria and other West African countries

TECHNICAL SPECIALIZATION

Strategic Planning and Management
Org. Change Communication
internal Communication
Development Communication
Digital Communications
Public Relations
Executive communication
International Relations
Media Buy and Advertising
Technical writing
Crisis management
Marketing Communications
Corporate Social Responsibility
Brand management
Events management

INTERESTS

- Policy and Development
- Social Impact
- Gender, Equity and Inclusion
- Arts and Culture
- Film and Theatre

LANGUAGES

English
French
Yoruba
Etsako

COMPUTER PROFICIENCY

MS office suite, Canva, Corel
Draw, Teams, Wordpress, Email
Communication and intranet
Management, Social media, SEO
and analytics, Mailchimp, etc

EDUCATION

School of Media and Communications, Pan-Atlantic University.
M.Sc. in Media and Communication
2014

Covenant University.
B.Sc. International Relations and Political Science.
2010

PROFESSIONAL DEVELOPMENT AND TRAINING

CPDSO UK Certified Strategic Communications Course
2023
Training Certificate

ISO 9001 Internal Auditor Training
2023
Training Certificate

Nonprofit Marketing,
2022
Certificate in Marketing, DisasterReady.

Fundraising Essentials for Nonprofits
2022
Certificate in Fundraising, DisasterReady

Certificate in Marketing
2017
Wharton, University of Pennsylvania

International Humanitarian Diplomacy and Civilian peacekeeping
2010
Origins Research Institute

Alliance Francais, Lagos.
2005 - 2006
Working proficiency in French

AWARDS

Outstanding Employee of the year (Top Three)
Received an award for outstanding
performance at Century Group.