

Over 18 years of excellence in

Content Writing – Researching and Drafting – Content Ideation - Market research – Plagiarism and Error Free Text – Creative Writing – Social Media – Copy Writing - Promotions development - Key relationship building - Exceptional presentation skills - Advanced problem solving abilities - Persuasive negotiators - Sales & Marketing – Proof Reading - New Business Development - Service Excellence - Marketing Intelligence - Team Leadership - Consultative Content Generation - Negotiations - Presentations & Proposals - Management Reporting - Training & Development - Client Relationship Management

Senior Content Writer/Business Development Manager with over 18 years of progressive experiences across a broad range of business functions and diverse industry segments. Subtly aggressive in prospecting and cultivating new content while transitioning with trends, maintaining long-term relationships with clients' accounts. Unparalleled customer relationship management skills. As a senior executive, proven producer of sales and profit through content creation and the ability to pinpoint business opportunities; moreover plan, develop, and execute effective business strategies under challenging market conditions.

■ PROFILE SYNOPSIS

- Advanced Business acumen in identifying and sustaining business opportunities through content ideation, and creating new revenue streams by implementing viable service solutions and partnering with a cross-functional group of Clients, Business Partners and Stakeholders.
- Critical Thought Leader excels in managing new accounts by offering new products and managing new/digital media to understand consumer empathy.
- Expertise in setting account targets by evaluating business requirements, developing business proposals, conceptualizing required solutions, applying marketing strategy and developing channel partners
- Skilled at identifying high potential verticals for profitable business partnerships and project revenue attainment
- Relationship Builder with credentials in translating requirements into high value proposition and copy writing
- Think strategically about sales forecasting, solution selling, client acquisition, thereby influence decision-makers at executive level,
- Leadership skills in mentoring talented professionals and facilitating Learning and Training initiatives through writing, content and thought-provoking strategies.

■ PROFESSIONAL EXPERIENCE

Content Writer/Senior Immigration Consultant

Francis and Partners Consultancy, Dubai, United Arab Emirates

September 2020

Highlights:

- Counseling enquiries and selling Immigration and visa services, over the phone, content writing, social media, email & in person.
- Advice on overseas options available, so as to enable the candidates & their family make an educated choice & the right decision.
- Give clear and accurate information based on the current immigration & visa laws & policies by generating Education, Information and Counseling (IEC) materials.
- Provide a personal global career strategy customized to their needs.
- Achieve excellent customer service by proactively responding to client queries.

Content/Sales Manager

Happy City Travel and Tourism, Dubai, United Arab Emirates

July 2020

Highlights

- Generated sales lead by 50% within a month.
- Improved promotional content materials by 40% within a month resulting to more ROI.
- Wrote clear-cut content, copies and marketing tools which improved its marketability.
- Increased traffic flow to the office, website, social media and brand awareness.

- Proactively identified and resolved gaps in content development support structure.
- Directed all audiovisual and photography promotional materials.

PRIOR EXPERIENCES

Senior Content Editor/Producer

New Day Media Limited, Nigeria

2017-2019

- Recruited team of skilled creative writers.
- Edited all contents and matched high resolution images to support visuals-www.cometonigeria.com
- Assigned topics, events and stories to writers and assisted content manager with training and mentoring techniques and writing guidelines.
- Proactively identified and resolved gaps in content development support structure.
- Directed all audiovisual and photography shoot.

Creative Team Lead/Events Manager

Creativity Development Centre Ltd, Nigeria

2010-2017

- Recruited director, key production staff and cast principal actors.
- Wrote content and produced radio spots and TVCs
- Negotiated cost effective media buying.
- Implemented new team on-boarding programs and reduced training time from 4 weeks to 2 weeks
- Worked with partner marketing and broader media partnerships team across social good and entertainment to develop educational content.

Head of Production

Jason's Heights Limited, Nigeria

- Produced Radio and television content/commercials.
- Recruited cast and crew for production and implemented cost effective budget.
- Negotiated contracts with artistic personnel in accordance with collective bargaining agreement.
- Coordinated high profile events that led to huge patronage and incentives.
- Reduced cost of getting event venues that brought about employer/client's satisfaction.
- Led a team that generated content with ease, thereby beating all deadlines.

Producer/Director/Story Editor

British Broadcasting Corporation World Service Trust (BBC WST), Nigeria

- Facilitated the smooth production of Story Story radio magazine programme project funded by DFID, flagship radio drama addressing governance, HIV issues, rights and responsibilities that empowered grassroots communities.
- Facilitated creative writing/story development and thematic workshops
- Edited the first BBC WST Magazine called 'VOICES'.
- Directed radio spots and stage productions

OTHER CAREER EXPERIENCES:

- Elementary English Teacher, The Oxford International School (Dubai)
- Hotline Counselor/Public Speaker, Johns Hopkins University, Center for Communications, Programs in Collaboration with YEF Nigeria.
- Client Service Executive/Copywriter, Intermedia Consulting (Nigeria)
- Elementary English Teacher, Golden Plant International School (Nigeria)
- Deputy Editor for Simply Women Magazine, True Tales Publication (Nigeria)

■ EDUCATION & CREDENTIALS

- Diploma in Digital Marketing, Shaw Academy (In view)
- Post Graduate Diploma in Theatre Arts, University of Ibadan, Oyo State, Nigeria.
- Bachelor of Arts in English and Literary Studies, Delta State University, Abraka, Delta State, Nigeria.
- High School-Federal Government Girls' College, Langtang, Plateau State (GCE).

Training & Certifications

- Certificate in Directing, Presentation and Docu-Drama. Independent Television Producers Association of Nigeria (ITPAN).
- Certificate of Train-the-Trainer on Gender Mainstreaming, UNICEF Nigeria.

- Hotline Counseling Certificate, Johns Hopkins University Center for Communication program Ikoyi, Nigeria in collaboration with YEF Nigeria.

Volunteerism

- Senses Centre, Dubai, January 2020-Assisted fulltime careers with supervision of Special Education Needs Students.
 - Team Sports UAE Run of the Emirates Marathon, November 2020-Assisted participants with their needs.
 - YALI Regional Leadership Centre West Africa in collaboration with US Consulate, Nigeria-Public Speaker .
 - Down Syndrome Foundation Fund Raising Dinner, Ikoyi, Lagos-Provided Artistes who serenaded the event.
 - Beach Samaritan, Lagos Nigeria-Volunteered to clean the beach.
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