

With over five years of experience across communications, marketing, research and content strategy, I've built strong digital connections between brands and the audiences they want to reach. I've led successful communication strategies that strengthened visibility and engagement, and I bring a well-rounded corporate communications skill set from clear, compelling writing to hands-on experience with digital platforms, social media management and market research.

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## EDUCATION

University of Plymouth MSc International Business <b>Relevant modules:</b> Marketing and Strategy, International Business Strategy for Competitive Advantage Developed skills in strategic marketing planning, market analysis, competitive positioning and the application of the marketing mix.	2.1 Nov 2023
Kwara State University BA History	2.1 Dec 2020

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## SKILLS SUMMARY

**Audience Engagement & Communication:** Segmentation, Stakeholder Communication, Partnership Management

**Campaign Management & Digital Marketing:** Targeted Campaigns, Email Marketing, SEO, Copywriting

**Market Research & Analytics:** Excel Dashboards, Qualtrics, Insight Reporting

**Technical Skills:** Mailchimp, Hootsuite, CMS, CRM, Salesforce, Excel, PowerPoint, Qualtrics, HTML&CSS

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## WORK EXPERIENCE

**Lex Autolease (Lloyds Banking Group), *Senior Client Service Advisor*** Jan 2025 – Present

- Deliver clear, professional written and verbal communications to customers across digital platforms, resolving 40–60 complex service and lending queries per day with a 95% first-contact resolution rate
- Act as Team Ambassador, leading daily huddles for a 15-person team, communicating updates, priorities, and performance insights to support internal engagement.
- Promoted the company's online customer portal, guiding customers through digital self-service features to increase adoption and reduce repeat queries.
- Assisted in designing and launching "Connect & Reflect", an internal communications and feedback initiative that increased team engagement scores by 22% and strengthened collaboration across teams by 18%

**Bizonal Success Ltd, *International Communications Officer*** Jan 2024 – Dec 2024

- Led communications analytics and reporting efforts, leveraging PoliteMail, and Adobe Analytics to track performance across internal and external recipients, improving message optimisation and engagement by 28%.
- Drafted targeted marketing content supporting international expansion, contributing to a 22% increase in cross-regional engagement and 15% growth in partner enquiries.
- Acted as the key communications link between African operations and European stakeholders, coordinating messaging across 5+ countries and ensuring 100% alignment with regional strategy.

**Transform-ED, *Research Analyst (Graduate Internship)*** Mar 2023 - May 2023

- Built and maintained a database of 150+ Excel spreadsheets profiling potential partners, including schools, funders, and community organisations, strengthening the organisation's outreach pipeline.
- Designed and executed a targeted email outreach campaign that engaged 100+ prospective partners, generating over 30 warm leads for programme collaboration.

**National Population Commission, *Internal Communications Lead*** Feb 2021 – Feb 2022

- Led project management for major national initiatives, including the National Population Census, coordinating workflows across 6+ departments and improving organisational efficiency by 25% through streamlined processes.
- Secured 12 media placements in local and national outlets (e.g. Vanguard, The Guardian) for pre-census events through targeted press releases and strategic storytelling.
- Organised census training events with budgets of up to ₦15 million, managing logistics for 500+ trainees and trainers, including high-profile stakeholders such as MPs, Commissioners, and Executive Directors

**Property Pro, *Communications Coordinator*** May 2019 – Nov 2019

- Supported marketing and sponsorship activity for the WAPI Summit, contributing to a campaign that reached 1,000+ real-estate and investment professionals.
- Managed two high-volume campaign inboxes, responding to 250+ donor/supporter enquiries and improving response coordination, contributing to a 30% uplift in stakeholder satisfaction.
- Conducted targeted outreach to 120+ organisations, securing 8 confirmed sponsors and generating ₦4.2 million in sponsorship revenue.
- Applied SEO principles to optimise event listings, partner pages and campaign content, improving visibility and organic reach.
- Used CRM tools to track sponsor engagement and manage communication pipelines.

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## PROJECTS

**MSc Consultancy Project - Mr Wraps** 2023

- Developed a detailed SWOT analysis to assess market positioning and inform strategic decision-making.
- Applied the full marketing mix (product, price, place, promotion) to create a rebranding and communications plan with sustainability messaging.
- Identified five digital delivery partners and coordinated market research that uncovered four new marketplace opportunities.
- Coordinated market research that identified 4 new marketplace opportunities, enabling the launch of an integrated multi-channel campaign that increased sales by 17% in the first quarter.

**Communications Support for WHO – Polio Social Marketing Campaign** 2019

- Strengthened multi-platform communication skills while supporting a polio vaccination awareness campaign that reached 2,000+ community members across diverse literacy and cultural groups.
- Delivered health awareness sessions to 100+ individuals, improving understanding of vaccine safety, eligibility, and preventive health behaviours.
- Contributed to a 50% increase in campaign participation compared to previous years by adapting communication styles to audience needs and ensuring clarity across all channels.

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## CERTIFICATES

- Fundamentals of Digital Marketing – **Google** 2022
  - Includes SEO principles, keyword optimisation, analytics and digital campaign fundamentals.
- Digital Sustainability – **Lloyds** 2025
- Power BI for Data Analytics – **Luke Barousse Certification** 2026
- Communication Foundations – **LinkedIn** 2026
- Creating a Communications Strategy – **LinkedIn** 2026