

Akintola Olaniyan

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Professional Summary

Communication Specialist

Seasoned Communication specialist with an extensive background in developing effective media communication, helping brands to establish strong communications policy and strategic crisis management procedures. Trained professional with proven ability to shape a company's public messaging and positively impact revenue and brand awareness.

An experienced media practitioner with long-standing and well-oiled relationship with journalists across all levels of the Nigerian media. Certified digital marketer and social media specialist with track record of commendable performance in media relations, brand management and communication policy development.

my work experience in Corporate Communications & Journalism and dynamic approach to helping organisations develop world-class communication that drive brand goals. Committed to providing solutions that allow them to build their brands, engage with the public and control their messaging.

Core Competencies

- Corporate Communications
- Advertising Management
- Press Release Distribution
- Corporate Relationship Management
- Marketing Strategies & Campaigns
- Public & Media Relations
- Investigative Journalism
- Proofreading & Editing
- Creative Team Leadership
- Research & Fact-Checking
- Product Positioning & Branding
- PR Performance Metrics
- News Writing & Reporting
- Content Development
- Campaign Management

Accomplishments

- Singled out as one of the most prolific writers and productive story contributors among reporting staff.
- Successfully managed various teams; monitored performance and provided them with the necessary feedback to enable them to excel in their careers.
- Earned commendations for excellence in writing, reporting, editing and research.

Awards

- 2004: Reagan-Fascell Fellowship, NED, Washington DC, USA.
- 2000: Reuters Foundation University Fellowship, Oxford University, United Kingdom.
- 1998: Reuters Foundation Short Course. London, United Kingdom.

Professional Experience

The Chatter House | Lagos, Nigeria

Media Specialist | November 2018 - Present

- Manage digital media plan development for key markets by helping to develop data-driven media plans and tactics, which deliver business results.
- Contribute to business development. Participate in RFPs and new business pitches as requested. Assist team Directors in developing new business materials.
- Assist and collaborate in developing digital strategy and execute media relations portion of programs with limited supervision.
- Develop digital media plans, guidelines and budgets; manage billing and payment.
- Develop recommendations for strategies to improve direct mail productivity utilizing direct marketing best practices.
- Devise and recommend new tactics and strategies to improve campaign performance.
- Monitor, track, optimize & improve KPIs to fuel business growth.

Zenith Bank Plc. | Lagos

Communications Specialist | January 2006 - November 2018

Zenith Bank Plc is a financial service provider in Nigeria and Anglophone West Africa. It is licensed as a commercial bank by the Central Bank of Nigeria.

- Directed and maintained brand identity, including corporate promotions and advertising, brainstormed, planned, and implemented marketing strategies.
- Directly responsible for the development and implementation of Media Relations and public relations strategy.

- Performed thorough market research and competitive analysis to understand and effectively communicate the product value proposition.
- Communicated value and position to the sales team and developed tools to support the selling process.
- Maintained strong knowledge of all products, services and promotions to guarantee the best service and experience for all clients.

Daily Independent (now Independent Nigeria) | Lagos Group Business Editor | July – December 2005

Independent Nigeria is a daily newspaper published in Lagos, Nigeria.

- Successfully managed an editorial staff of 7 and 10 reporters.
- Initiated a redesign of the newspaper's layout, modernizing key areas such as photos and graphics, fonts, decks and headlines.
- Responsible for the strategic selection and placement of all content including stories, photos, copy-editing and rewriting.
- Build strategic relationships and partnerships with contributors and relevant companies.

African Media Support Initiative | Lagos Chair, Executive Council | September 2004 – July 2005

The African Media Initiative (AMI) is a pan-African organization established with the mission to strengthen the role of media in promoting democratic governance, social development, and economic growth in Africa.

- Oversaw all functions of the organization, working with the board of directors on long term strategy and short-term execution.
- Responsible for operations, training, research, compliance, board development and strategic planning.
- Implemented process improvement enabling the organization to scale effectively through rapid growth. Identified and executed the standardization of countless processes from procurement to technology, fulfilment, marketing and analytics across all departments within the company.

Punch Nigeria Limited | Lagos Deputy Editor | September 2003 – 2004

Punch Nigeria Limited was established to engage in the business of publishing newspapers, magazines and other periodicals of public interest.

- Effectively handled heavy workload and daily deadlines, directed quality and accuracy of content and images for print, web and mobile stories and columns created by a talented team of reporters and columnists.
- Proofread and edited news, business, local and feature sections; designed layout and signed off on completed pages.
- Monitored editorial and production processes from story planning to page release.
- Successfully managed the editing department during the expansion of two added hours of news without hiring additional staff.

Other roles within Punch Nigeria Limited:

- Acting Editor (July – August 2004)
- News Editor (January 2002 – September 2003)
- Business Editor (January 2001-2002)
- Deputy Business Editor (September 2000 - January 2001)
- Senior Correspondent (January 1999 – August 2000)
- Business Correspondent (August 1996 – December 1998)

Sketch Press | Ibadan, Nigeria Business Reporter | February 1994 – August 1996

Media house in Ibadan.

- Wrote business and finance news and features from Lagos. The stories described events, people involved, backgrounds, meanings, and effects on society.
- Analyzed news from Insurance, money & capital markets and handled the production of 3 pages of business news weekly.

Education

- **2022: University of the Witwatersrand, Johannesburg, South Africa-** PhD Media Studies.
- **2014: University of Westminster, London, England-** M.A. Social Media.
- **1992: Nigerian Institute of Journalism (NIJ), Lagos, Nigeria-** Post-Graduate Diploma in Journalism.
- **1988: University of Ibadan, Ibadan, Oyo State, Nigeria-** B.A. English.

Training & Certification

- **2014: Digital Marketing Institute, Dublin-** Professional Diploma in Digital Marketing.
- **2015: Squared Online, London-** Digital Marketing.

Technical Proficiencies

- M.S Office Suite (Word, Excel & PowerPoint)

References:

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