

AKINTOLA OLANIYAN

7, SCIENCE ROAD, UNILAG ESTATE, MAGODO PHASE 1, LAGOS

CONTACT

Office: 2, Allen Avenue
G Akin-Taylor Estate
Opebi Roundabout
Lagos, Nigeria

Phone: +234-8034005028

Email: akinolaniyan@yahoo.com

LINKS

Website

www.akinolaniyan.com

LinkedIn

<https://www.linkedin.com/in/akinolaniyan/>

SKILLS

Strategic Communication

Reputation Management

Corporate Communication

Editing

Creative Team Leadership

Brand Management

Digital Strategy

Personal Branding

Research

Social Media Marketing

Digital Marketing

Project Management

PROFILE

Accomplished strategic communication specialist with more than three decades of experience in journalism, corporate communication and new media. Talented trainer committed to using his vast industry experience and research training in media and communication to help students bridge the gap between theory and practice. Innovative professional with research interest in the Internet and society, strategic communication, and political economy of communication. Versatile team player with proven IT, interpersonal and communication skills, determined to excel in communication research and teaching.

EMPLOYMENT HISTORY

General Manager, Brand Strategy and Communication, at Strategic Outsourcing Limited, Lagos

June 2023 — Present

- Developed a media strategy for the firm, which included the creation of a new media unit to improve overall brand visibility
- Led the design and development of a production studio that save the company 60% on the initial projected cost
- Recruited a creative team of editors, on-screen personalities and supervised the launch of SOL Media into HR Journalism

Lead Consultant at The Chatter House, Lagos

December 2020 — May 2023

- Designed data-driven strategies for key markets, delivering measurable business results through targeted campaigns.
- Contributed to RFP processes and new business pitches, assisting Directors in crafting compelling proposals and materials.
- Collaborated on the development of digital strategies and independently executed media relations components with precision.

Monitored key performance indicators, identifying opportunities to track, refine, and improve campaigns for sustained business growth.

Graduate Assistant at University of Witwatersrand, Johannesburg

January 2019 — November 2020

- I taught undergraduate year 2 and year 3 in four courses, South African News Media; Sociology of News Production; Texts, Audiences and Processes of Reception; and Media Policy and Regulation in South Africa both as a Teaching Assistant, Alternate Teacher and Lecturer in the Part Time Studies of the Wits Media Programme.
- In addition, I also provided supervision, counselling and pastoral care to students.

Corporate Communication Specialist at Zenith Bank Plc, Lagos

January 2006 — November 2018

- Developed and maintained a consistent brand identity, overseeing corporate promotions, advertising campaigns, and strategic marketing initiatives to enhance brand visibility and engagement.
- Designed and executed media and public relations strategies, ensuring sustained positive coverage and reputation management for the organisation.
- Introduced and managed social listening tools, leveraging Meltwater analytics to monitor digital engagement and implement effective online reputation management solutions.

Represented Corp Comms on the Retail Banking Committee and influenced the bank's marketing communication for entry into the retail space.

Group Business Editor at Daily Independent, Lagos

July 2005 — December 2005

- Successfully managed an editorial staff of seven managers and ten reporters; introducing new segments such as consumer confidential
- Initiated a redesign of the newspaper's layout, modernising 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
- Built strategic relationships and partnerships with contributors and relevant companies.

Chair, Executive Council at African Media Support Initiative, Lagos

September 2004 — July 2005

- 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.

Deputy Editor at Punch Nigeria Limited, Lagos

September 2003 — September 2004

- Effectively managed 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-December 2002)
- Deputy Business Editor (September 2000 - January 2001)
- Senior Correspondent (January 1999 – August 2000)
- Business Correspondent (August 1996 – December 1998)

Business Reporter at Sketch Press Limited , Lagos

February 1994 — August 1996

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

EDUCATION

PhD, University of the Witwatersrand, Johannesburg

September 2018 — February 2022

MA Social Media, University of Westminster, London

September 2013 — August 2014

PG Diploma, Journalism, Nigerian Institute of Journalism (NIJ), , Lagos

January 1992 — November 1992

CERTIFICATIONS

Professional Diploma in Digital Marketing, Digital Marketing Institute, Dublin

December 2014

Certificate in Digital Marketing, Squared Online

July 2015

PUBLICATIONS

- Olaniyan, A. and Akpojivi, U. (2021) “Transforming Communication, Social Media, Counter-Hegemony and the Struggle for the Soul of Nigeria”. Special issue “Era or Error of Transformation? Assessing Afrocentric Attributes of Digitalisation’, *Information, Communication & Society*, Vol. 24 (3), pp. 422-437. (ISI Journal).
- Akpojivi, U & Olaniyan, A. “Contesting Media Capture: A Critical Evaluation of the Nigerian Media”. In Mabweazara, H and Pearson, B. (Eds.) *Media Capture in Sub-Saharan Africa and Latin America: Power and Resistance*. Palgrave Macmillan. (Accepted, Invited submission).

REFERENCES

Ufuoma Akpojivi

Associate Professor

Policy Research and Learning Lead

Advocates for International Development

244-254 Cambridge Heath Rd, London E2 9DA, UK

Email: ufuoma.akpojivi@a4id.org

Phone: +447865980773

Christian Fuchs

Professor of Media Systems and Media Organisation

University of Paderborn

Pohlweg 55, 33098 Paderborn

Email: christian.fuchs@upb.de

Phone: +49 5251 60-3289

Graham Meikle

Professor, Social Media

University of Westminster

Harrow Campus, Northwick Park, London

Email: G.Meikle@westminster.ac.uk

Phone: +44 20 7911 5000 Ext. 68381