

CONFIDENCE

Luton, Bedfordshire

07721672024

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Professional summary

Polished PR professional accomplished in coordinating strategic communication, marketing, and media relations strategies. Talented writer and diplomatic relationship-builder with 3 year record of success in communication and entertainment industry. Excellent event planning and program management abilities.

Work History

Communications Executive

Jun 2023 - Jul 2024

BC Digital Media - Shanghai

- Represented company at business gatherings and networking events.
- Analyzed campaign results and adjusted strategies for improved outcomes.
- Managed crisis communication efforts to mitigate negative publicity.
- Planned and executed special events to promote brand and strategy.

Business Development Specialist

Jan 2022 - Jun 2023

Asia Innovations Global - Beijing

- Collaborated with marketing teams to develop promotional materials that boosted product visibility.
- Resolved customer issues quickly to recapture customer loyalty and prevent lost sales.
- Provided after-sales support to customers, resolving any issues promptly to maintain high satisfaction levels.
- Addressed customer inquiries and concerns using extensive product knowledge.
- Trained junior staff members in proven sales strategies and techniques.

Customer Experience Specialist

Sep 2020 - Jan 2022

Idave Incorporated Ventures - Lagos

- Ensured confidentiality of all sensitive information handled during client interactions.
- Resolved customer inquiries via phone, email, and live chat support.
- Provided key information to supervisors regarding customer issues or complaints.
- Updated customer accounts with current personal and purchasing information.

Skills

- Adobe Systems Creative Cloud
- Branding Strategy
- Press Release Writing
- Crisis Management
- Media Relations
- Team Collaboration
- Campaign Management
- Creative Strategies
- Customer Service

Education

*Master Of Arts : Public Relations And Digital Communication
University of Hertfordshire - United Kingdom*

Sep 2024

*Bachelor Of Science : Mass Communication
Enugu State University*

Sep 2020