

Let's get into what I can do for you, your projects, and vision.

Marketing and Promotions

- Comprehensive knowledge of writing marketing plans for music releases and projects and analyzing and interpreting performance data.
- Create and manage campaign asset creation, including music videos, live sessions, photoshoots, and digital assets.
- Manage and document artist- team communications, can translate marketing goals into a plan, and work with teams for swift execution.
- I have a network of Radio, Print and Digital Media access across Nigeria, Ghana, Kenya, South Africa and the United Kingdom.
- Got the MBAforAfrica '23 single, 'Different Feeling' airplays in East and South Africa
- I am a big fan of documentation and research.
- I am obsessed with data; both quantitative and qualitative. I always want answers to what happened, how it happened, why it happened the way it did, and how the results are going to affect anything I do, subsequently.

Creative Direction:

- Create an execution timeline and establish the budget.
- Come up with potential partnership and sponsorship plans. Give ideas on how to send pitches and proposals that convert.
- Creative Copywriting (ask around, I could do this in my sleep)
- Develop campaigns and establish strategies that align with your goals.
- Probably hawk your project to anyone who cares to listen, until they start caring about it. (Yes, I only have to believe in the big picture and we're in business)

Content Creation

- I am super resourceful; and my friends like to believe that I can find (a plug for) anything. Sometimes, I believe them.
- While content editing isn't my strongest suit, I put together some of the most cohesive pieces of content across multiple platforms. I enjoy working with themes and towards specific goals, while making all the needed room for creativity and imagination.