Oghenero Okikie

Telephone: +2348067217961
Email: okikieoghenero@gmail.com
LinkedIn: www.linkedin.com/in/oghenerookikie

BRAND & CORPORATE COMMUNICATIONS SPECIALIST

Seasoned and driven Product and Brand Communication Expert with a passion for product and visual development and design. A record of accomplishment in developing, managing, and implementing media strategies and measuring results across traditional media and digital channels. I am also a Product Designer and Media Strategist with over 5 years of professional experience in content writing, social media management, product design and development, UI/UX Designer and customer service across various industries, intensifying the media status of businesses and implementing strategies.

CORE COMPETENCIES

- UX Design & Prototyping
- Content Creation & UX Writing
- Product Positioning & Branding
- Corporate Communication
- Prototyping & Wireframing
- User Research & Testing
- Product Development & Analytics
- Creative Team Leadership
- Relationship Management

KEY ACCOMPLISHMENTS:

- Collaborated with the product development team to identify market needs and develop new products that address consumers' needs, which led to the 3-line extension of the Zenith Intelligent Virtual Assistant (ZiVA)
- Demonstrated ability to map out and implement social media marketing strategies, with the Bank's social media presence and engagement across (Facebook, Twitter, LinkedIn, and Instagram) growing by 35% higher than the expected target in less than a year.
- Planned Zenith Bank's in-house events alongside other team members and achieved a success rate of 90%. These events include the Annual General Meetings, Annual Trade Seminar, Annual Tech Fair, and the Annual Light up Ceremony.
- Improved the Bank's brand awareness and recognition by coordinating media activities across different channels, hence driving business sales and enhancing reputation while ensuring that all communication activities is in tangent with the strategic objectives of the Bank.
- Successfully negotiated and liaised with numerous media and external stakeholders in protecting the bank's reputation during a crisis.
- Managed a team of five in the Events Management unit.
- Successfully conceptualize and design branding materials across all geopolitical regions of Nigeria to promote the Bank's products which drive at least 50% sales

PROFESSIONAL EXPERIENCE

ZENITH BANK PLC | LAGOS
BRAND AND CORPORATE COMMUNICATION MANAGER | 2019 - PRESENT

Zenith Bank Plc. is a large financial services provider in Nigeria and Anglophone West Africa, licensed as a commercial bank by the Central Bank of Nigeria (CBN), the national banking regulator.

Plan, conceptualize, develop and fine-tune the company's marketing and communications activities. I report directly to the Head of Corporate Communication to support immediate and long-term business goals creatively and cost-effectively. My accomplishments so far include:

- Carry out market research and developing strategic plans, which include new marketing, promotional, and media relation tactics aimed at increasing and improving revenue, market share, and brand image.
- Ideate, design and execute a variety of contents within the corporate communication department specifically communications, branding, lead generation, and strategy.
- Communicate through several channels, such as a staff intranet, regular email bulletins, Social Media, and monthly newsletters.

- Ensures that the bank's reputation is protected in crises through collaborations with media partners.
- Create all published materials including marketing campaign materials, company collateral, press releases, etc.
- Organize branding initiative featuring new positioning, messaging strategies, brand promise, visual system, mission statement, and document templates.
- Helped with the initiation of a new strategy to improve the organizational culture across all bank branches and subsidiaries across Africa, which has resulted in improved positive performance.
- Support developing key messaging for different initiatives in collaboration with executive management directives.
- Handles all forms of creatives and adverts including branding for events and activations.
- Works with the Digital Marketing and Retail Departments to generate creatives and adverts.
- News review and monitoring across all platforms including online, social, and traditional media (Television, radio, newspaper and magazine).
- Provision of support for bank-sponsored events.

CRAFTLINE MEDIA

UX Designer | Social Media Manger

July 2018 – February 2019

- Implementing User Experience design process on customer projects and visual design tasks.
- Effective handling of social media accounts to grow online audience and engage customers.
- Carrying out User Research and Project reviews to ensure customer satisfaction.
- Research market trends to find unmet needs.

SMEPEAKS | LAGOS
CONTENT & SOCIAL MEDIA STRATEGIST | JANUARY 2018 - MARCH 2019
SMEPEAKS is a media startup focused on SMEs, providing them with tools and resources to grow their business while telling their stories.

- Communicative Skills, Research skills, Mobilizing Skills, Social Media & Digital Marketing skills, and Content writing skills
- Ensured there are graphics for content generated on website and social media handles
- Content development for social media pages, develop content and generating traffic
- Preparation of SEO for content published on the web

Achievements:

- Created social media pages for both in-house and outsourced purposes
- Recorded large volumes of content for web publications for both in-house and clients

---

EDUCATION

- **2022- University of Lagos, Lagos State, Nigeria - MSc** Public and International Affairs (In View)
- **2016: University of Port Harcourt, Rivers State, Nigeria-** B.A Linguistics and Communications Studies.
- **2008: Zenith International College-** Senior Secondary School Certificate Examination (SSCE).

TRAINING AND CERTIFICATION

- **2017: Google Digital Academy**- Fundamentals of Digital Marketing**.**
- **2017: Employme Ng -** Customer Service & Certification
- **2020: London School of Business & Finance-** Certificate in Introduction to Global Public Health.

TECHNICAL PROFICIENCIES

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

- Video Conferencing Applications (Zoom, Skype & Microsoft Teams, Slack & Google Meet)
- Social Media Platforms (Twitter, Instagram, LinkedIn & Facebook)
- Proficient with the use of Visual editing software such as Corel Draw, Adobe Suites (Photoshop, and Illustrator,)
- Experienced with the use of video editing software such as Adobe Premiere Pro and InDesign
- Experience in web development (WordPress), WordPress backend management and use Proficient with the use of writing and editing tools such as Google Docs, Sheets and Slide, WordPress, Grammarly, Evernotes, Twords, Hemingway, and Draft
- Experienced with the use of Figma and Adobe XD