



martinagunwa@gmail.com
Leeds, West Yorkshire

PROFESSIONAL SUMMARY

Strategic marketing communications professional with a good grasp of event planning, corporate messaging, branding and public relations. Possesses excellent knowledge of organisation and people management as well as an exceptional writing, speaking and editing skills and strong work ethic.

CORE SKILLS AND COMPETENCES

- Exceptional verbal and written communication skills
- Story development and brand management
 - Corporate messaging
- Excellent interpersonal skill
 - Excellent reporting skill
- Social media engagement and management
 - Good media contact
- Good knowledge of website content creation
 - Analytical thinker
 - Leadership
 - Presentation

AFFILIATIONS

- Associate member, Nigerian Institute of Public Relations (NIPR) - 2019
- Associate member, Institute of Customer Relationship Management (ICRM) – 2013
- Member, Chartered Institute of Public Relations (CIPR), UK.
- Member, Public Relations and Communications Association (PRCA), UK.

CERTIFICATIONS

Certified Customer Relationship Management Professional and Public Relations Practitioner.

INTERESTS

Traveling, meeting new people, sight-seeing and compering events.

Chukwuemeka Martin Agunwa

EXPERIENCE

July 2017 - Current

COMMUNICATIONS AND MEDIA PLANNING OFFICER
AMARA CONSULTS NIGERIA LIMITED | Abuja, NIGERIA

- Design and promote events.
- Coordinate and supervise event vendors.
- Develop and manage communication strategies, plans and budgets.
- Design media campaigns aimed at raising client's profile.
- Facilitate training on principles of organisational communication.
- Draft engaging, accurate and effective press releases for clients.
- Compere both social and corporate events.

November 2019 - January 2021

EXECUTIVE DIRECTOR LIFELINE CARE ASSOCIATION | Abuja, NIGERIA

- Researched and approached relevant trusts, government agencies and other bodies to build new donor relationships.
- Acted as the main point of contact for community fundraising activities.
- Managed the grant application process from end-to-end, ensuring reporting was tracked and met donors' expectations.
- Developed relationships with major donors, identifying new potential major donors and nurturing existing relationships.
- Recorded, monitored and reported on the financial progress of fundraising campaigns to ensure budgetary guidelines were met.
- Managed a team of 6 employees including their hiring, training and professional development.
- Recruited and managed volunteers for fundraising projects and events, providing ongoing support and training to maximise efficiency.
- Oversaw professional social media messaging through content development, follower engagement, social listening, trend analysis and by leveraging competitor research.
- Drafted press releases detailing relevant newsworthy information and supporting brand image, and worked with news media to spread positions.
- Spearheaded special projects and resolved complex problems that impacted management and business direction.

Chukwuemeka Martin Agunwa

July 2017 - October 2019

CONSULTANT PROGRAMMES/COMMUNICATIONS COORDINATOR, LIFELINE CARE ASSOCIATION | Abuja, NIGERIA

- Drafted position statements and other corporate communications based on organisation's objective.
- Coordinated and managed sponsorship activations for the purpose of giving donors visibility.
- Organised public lectures, symposia, retreats and other awareness and advocacy events.
- Drafted press materials and made presentations to media representatives.
- Hosted road safety awareness radio show.
- Drafted and edited articles, created and produced web content, periodicals and other publications for internal and external audiences.

February 2014 - January 2017

GROUP COORDINATOR Strategic Assembly for Leadership Thrust (SALT) Initiative | Abuja INITIATIVE, ABUJA, NIGERIA

- Curated organisation's periodic town hall meetings.
- Proactively tracked and logged organisation's income and expenditure, ensuring spending remained within approved budgets.
- Provided excellent leadership skills to maintain steady and productive operations.
- Produced periodic progress reports of organisation's activities.
- Answered mailed, emailed, telephoned and in person requests for information.
- Prepared and disseminated public information.

February 2014 - January 2017

PROGRAMMES/COMMUNICATIONS OFFICER Lifeline Care Association

- (INTERN) | LIFELINE CARE ASSOCIATION, ABUJA, NIGERIA.
- Drafted and edited articles, web periodicals and other publications for internal and external audiences.
- Produced periodic reports for presentation to Trustees, donors and other relevant stakeholders.
- Collaborated with graphic designers to put together effective communication strategies.
- Cultivated positive relationships with media organisations to support organisation's advocacy and publicity objectives.

November 2013 - January 2014

COMMUNICATIONS OFFICER (VOLUNTEER) LIFELINE CARE ASSOCIATION | NIGERIA

- Drafted periodic reports of Organization's rescue activities and awareness events.
- Followed up letter correspondences with partner organisations.
- Conceptualised and plan awareness and advocacy events.
- Drafted and edited articles, web content, advertising copies, periodicals and other publications for internal and external publics.
- Managed organization's various social media accounts.

EDUCATION

2012 | **BA Mass Communication** | University of Benin, Benin, Nigeria

2007 | **West African Examination Senior School Certificate** West African Examination Council

REFERENCES

REFEREES: Available on request.