



Chukwuemeka Martin Agunwa

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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

- Member, Chartered Institute of Public Relations (CIPR), UK – 2021
- Member, Public Relations and Communications Association (PRCA) - 2021
- Associate Member, Nigerian Institute of Public Relations (NIPR) – 2019
- Associate Member, Institute of Customer Relationship Management (ICRM) – 2013

CERTIFICATIONS

Certified Customer Relationship Management Professional.

INTERESTS

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

EXPERIENCE

April 2021 - Present

CAREER AMBASSADOR, LEEDS BECKETT UNIVERSITY | Leeds, ENGLAND, UK

Support the Beckett Careers Team in designing and implementing career development initiatives for students. Research and design unique communication materials that suit the peculiarity and diversity of the Leeds Beckett student community.

July 2017 – January 2021

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

I supported the development of brand identity and strategy for startup companies in Nigeria. I designed marketing communications solutions and media campaigns for clients. Planned and coordinated the execution of both social and corporate events and also compered events. Drafted engaging press releases.

July 2017 - October 2019

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

I drafted position statements and other corporate communications based on organisation's objective. Coordinated and managed sponsored events and 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 and hosted road safety awareness radio shows. I also produced content for website update.

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February 2014 - January 2017

GROUP COORDINATOR, STRATEGIC ASSEMBLY FOR LEADERSHIP THRUST (SALT) INITIATIVE

| Abuja, NIGERIA

I oversaw the organisation's secretariat including managing finances ensuring spending remained within approved budgets. Logged and responded to all correspondences. Produced periodic progress reports of organisation's activities. Curated and planned the periodic town hall meeting of the organisation purposed to promote social value reorientation.

February 2014 - January 2017

PROGRAMMES/COMMUNICATIONS OFFICER (INTERN,) LIFELINE CARE ASSOCIATION | Abuja, NIGERIA

I produced periodic reports for presentation to Trustees, donors and other relevant stakeholders. Drafted and edited articles for publication and dissemination to both internal and external publics. Supervised graphic designers in the production of organisation's materials. I also cultivated good relationships with journalists and media organisations to support organisation's advocacy and publicity objectives.

November 2013 - January 2014

COMMUNICATIONS OFFICER (VOLUNTEER) LIFELINE CARE ASSOCIATION | Abuja, NIGERIA

I analysed the weekly reports of the Ambulance rescue team and prepared a summary report for publication in the organisation's annual report. I also drafted and edited articles, web content and advert copies. I managed the various social media accounts including creating posts and engaging with the audience. I followed up letter correspondences with partner organisations and made detailed feedback for further actions by my organisation.

EDUCATION

2021 – 2022 | **MA** Public Relations and Strategic Communications | Leeds Beckett University, Leeds, UK.

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

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

ACCOMPLISHMENTS

- Shortlisted for 2021 PR Academy's Best Student PR blog UK.
- One of lead researchers in a 2016 UK's Department for International Development (DFID) commissioned research on young people's appreciation of gender stereotypes in collaboration with Girl Effect Nigeria (GEN).
- Developed the Lifeline 365 Support Group - a fund raising initiative that has helped create additional funding opportunity for Lifeline Care Association.

REFERENCES

REFEREES: Available on request.