

# OSHOALA, KAFFI OLANREWAJU

18, Okesuna street, Lagos Island,  
Lagos State.  
08189867984, 08050223693  
oshoalakaffyo@gmail.com

## CAREER OBJECTIVE

A goal-driven and creative mass communication graduate, seeking a suitable position to apply my communication experiences and learned knowledge to achieve organizational intents and promote growth. Familiar with; development of media relations strategies, building a positive image for individuals and corporate bodies, providing effective administrative supports, effective planning, the gathering of required data for projects, establishing and strengthening valuable connections.

## SKILLS AND COMPETENCE

Development of marketable and problem solving strategies.  
Project management.  
Crisis management.  
Excellent written communication skills (press release, copywriting, speech writing and other official correspondence).  
Good verbal communication skills (pitching, presentation, public speaking, interpersonal communication).  
Proficient in Microsoft office suite, adobe premiere, photoshop, lightroom, picasa, snap speed and Corel draw.  
Social media savvy.  
Excellent logical reasoning.  
Time management.

## WORK EXPERIENCE

### The Polytechnic Ibadan

November, 2019 - October, 2020

Assistant Lecturer (NYSC).

- Co-lectured public relations (PR) and broadcasting courses.
- Performed as a panellist during final year students' project defence.
- Conducted tests and gave assignments.
- Ensured students' assignments, examinations and tests are marked and submitted at the appropriate time.
- Engaged in other departmental assignments according to HOD's directives.

### Mobile Classroom

March, 2019 - December, 2019

Production Manager

- Directed, recorded, selected and edited tutorial videos uploaded on the company's websites, app and social media pages.
- Generated contents for publicity and marketing strategies.
- Engaged in the presentation/pitching of contents and marketing strategies at board meetings.
- Assisted in the creation of good brand image.

### De - brief Advertising Agency

May, 2019 - December, 2019

Supervisor/Billboard Manager

- Monitored and evaluated the effectiveness of all adverts placed in the company's electronic billboards within the country.
- Supervised the maintenance of all the company's electronic billboards.

### OgaTv

November, 2018 - January, 2019

Chief Correspondent

- Engaged in the reporting of news online.
- Engaged in video coverage/reporting.

### Waves TV

March, 2016 - December, 2016

Presenter (Freelance)

- Presented news stories.
- Creatively conducted interviews and vox pops.

**Oriwusun Newspaper***December, 2015 - January, 2017*

Photojournalist/Reporter (Internship)

- Took news worthy pictures and wrote captions.
- Engaged in the annual coverage of Lagos fiesta events for two years.
- Covered community events and other general events.
- Wrote publishable news stories.
- Attended special political meetings and press conferences.

**Thisday Newspaper***March, 2016 - December, 2016*

Reporter (Freelance)

- Covered newsworthy events and happenings.
- Wrote publishable news stories.
- Attended press conferences and took records.

**ACTIVITY**

- President of Association of Mass Communication Students (MAPOLY Chapter). --- 2017/2018 Academic Session.
- Vice President of LEO Club (MAPOLY Chapter).. --- 2014/2015.

**EDUCATION**

**Moshood Abiola Polytechnic, Abeokuta, Ogun State.**  
Higher National Diploma (HND) in Mass Communication  
Upper Credit

2019

**Zumratul Islamiyah Grammar School Igbogbo**  
Art Department.  
SSCE

2012

**CERTIFICATION**

- National Youth Service Corps (NYSC). October, 2020.
- Master class in Public Relations (PR) --- Udemy Academy. 26th June, 2020.
- Data journalism --- Allison Academy. 25th June, 2020.
- Advanced photography --- Alison Academy. 25th June, 2020.
- ICT Fundamentals --- CST Skill Acquisition Academy. November, 2019.
- Video Editing and Effects --- 02 Digital Academy. June, 2019
- Photography --- Bayus Photography 2015

**PERSONAL STRENGTHS**

- Resourcefulness.
- Productive networking abilities.
- Ability to develop PR campaigns creatively.
- Humble confidence.
- Ability to perform expertly under tension.
- Exceptional teamwork and leadership abilities.

**INTERESTS**

- Generating innovative ideas and strategies.
- Research and Development (R&D) Exercise
- Creative writing.
- Meeting and mingling with new people.
- Capturing important moments (taking pictures).

**ACADEMIC RESEARCH WORK**

- An evaluation of the impact of news commercialization on the content of private media. (A study of Platform Times Newspaper Abeokuta). 2018
- Importance of colour in advertising in Nigeria newspaper. 2015

**PERSONAL PROFILE**

Gender : Male  
Marital Status : Single  
Nationality : Nigerian  
Known Languages : English, Yoruba and Arabic  
Date of Birth : 08/11/1994

**REFERENCE****Available on request - ""**