

RESUME

ABOUT ME



Otoabasi Joseph Bassey

- Business Executive
- Brand Marketing & Development Strategist
- PR Executive

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As a seasoned Business Executive and brand marketing/development strategist, I specialize in crafting innovative brand development strategies that drive business growth and success. With expertise in content creation and public relations, I empower startup brands to achieve key performance indicators (KPIs) that attract investment and partnership opportunities across various sectors. Leveraging my extensive knowledge of content evaluation and acquisition, I collaborate with clients to reach their market goals and target KPIs, delivering tailored solutions that elevate brand presence and performance.

SKILLS

Content Creation & Distribution

Product & Project Management

Copywriting & Strategic Planning

Brand Development & Strategy

Photography & Web/Media Management

Music Business & Artist/Label Management

Digital Marketing & Social Media Management

Talent Acquisition & Management

Investment Brokerage

Digital Marketing & Community Management

RESUME

EDUCATION

Electrical & Electronics Engineering
University of Uyo • Uyo, Akwa Ibom State
09/2021

Music Business Academy Africa
02/2020

EXPERIENCE

Head of Marketing/ Brand Partnerships Vibes Barn • Remote, Uyo, Akwa Ibom State

01/2024 – Present

Managed partnerships with brands across Fashion, Technology, fintech, Wines and spirits for brand marketing and promotions.

Monitored KPI achievement and led content creation for marketing campaigns.

Setup and Brokered a global whiskey influencer partnership (Teeling Whiskey) for the brand and individual team leads.

Helped build our online community to over 10,000 online members and our event attendance to a steady 5,000+ attendees per episode within one year.

Executive Officer RAD Digital • Remote, Uyo, Akwa Ibom State

09/2020 – 08/2024

Led brand development, talent acquisition, and music investment initiatives.

Directed content creation, distribution strategies, and partnerships for music brands.

Product Manager Clique Africa • Remote, Nigeria

02/2024 – 07/2024

Analyzed product objectives and market research to assess strategies.

Developed product documents outlining the development roadmap, rollout, and marketing strategy.

Assembled and led a team of web developers and designers to build an entertainment/creative website targeted at GenZ and Millennial audiences.

Collaborated with independent creatives to generate content prior to the platform's launch.

Chief Marketing Officer Yield 24 (Defi) • Remote, Akwa Ibom State

12/2023 – 03/2024

Led the development and execution of the marketing strategy, contributing to a successful product launch.

Expanded product roadmaps and prioritized features based on customer feedback and business goals, resulting in a 4x increase in pre-sale value.

Hosted daily Twitter spaces and Telegram AMA sessions.

Negotiated listing partnerships and managed community engagement.

Director Content Investment (Africa) Wahoo Music (Nigeria, Ghana, Kenya) • Remote, Nigeria

09/2022 – 02/2024

Oversaw music content investment, artist acquisition, and management.

Spearheaded distribution, publishing strategies, and brand development for African artists.

PR Consultant 606 Agency • Remote, Lagos

01/2021 – 12/2022

Created and distributed content for strategic PR campaigns.

Provided copywriting and strategic planning for client brands.

Radio Host Atlantic FM • Akwa Ibom State

09/2015 – 11/2022

Created and hosted radio content and podcasts.

Conducted interviews and managed radio programming.

Community Manager & Project Manager GummybearNFTs, Cube Network, Enevti • Remote, Lagos

03/2022 – 09/2022

Managed community engagement and content creation for multiple blockchain projects.

Coordinated social influencer campaigns and moderated project execution.

Manager AOMG Records • Lagos

08/2020 – 07/2022

Managed talent acquisition and brand development.

Directed partnership acquisitions and content creation.

Head of Partnerships WeSocial.ng • Remote, Uyo, Akwa Ibom State

09/2016 – 11/2020

Managed partnerships with influencers for brand marketing and promotions.

Monitored KPI achievement and led content creation for marketing campaigns.

CERTIFICATIONS

Product Management Fundamentals
(Udemy)
-2020

Product Management (Entry Level Certified)
-October 2023

Project Management (Coursera)
-2020

Music Business
Development/management (Music
business Academy (MBA, Africa))
-2020

REFEREES

Mr Barikumo Ado
- Zonal Director Federal Radio Cooperation of
Nigeria (Porthacourt zone).
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Nseobong Emmanuel
- General Manager Atlantic FM Uyo.
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