ARTICLES

<https://www.flashchange.io/blog/making-money-with-gift-cards-in-nigeria-2022-12-4-1>

<https://www.flashchange.io/blog/flashchange-welcomes-blaqbonez-as-brand-ambassador-20>

23-1-3-6

PR RELEASES

<https://www.vanguardngr.com/2022/08/hospitality-company-bosh-stays-appoints-toyosi-adeyemoh-as-new-country-manager-for-nigeria/>

<https://www.vanguardngr.com/2023/01/flashchange-signs-nigerian-rapper-blaqbonez-as-brand-ambassador/>

<https://www.thisdaylive.com/index.php/2022/08/27/bosh-stays-launches-new-loyalty-program-to-reward-guests-associate-partners/>

<https://businessday.ng/companies/article/bosh-stays-launches-initiative-to-reward-guests-associate-partners/>

ABOUT ME

**Meet Chile Phebe – Brand & Communications Manager**

My name is Chile Phebe. I am a Brand and Communications Manager with over five years of dynamic experience spanning social media management, digital marketing, PR, and branding. Since 2019, I’ve continuously evolved within the marketing landscape, refining my expertise and adapting to new trends.

My journey began with social media management, gradually transitioning into digital marketing and PR. However, I have recently been focused on brand development and communications. Along the way, I’ve honed additional skills in video shooting, editing and graphic design. Proficient in tools like Premier Pro, Photoshop, CapCut, and Canva, I can create compelling visual content that aligns with both brand and marketing objectives.

Moreso, I’ve successfully executed marketing campaigns that have delivered up to a 50% increase in ROI, demonstrating my ability to drive measurable success. I’ve also had the privilege of working across a variety of industries, including Fintech, Travel, and Hospitality, each offering unique challenges and learning experiences.

Here is something interesting about me; when I'm not immersed in creating impactful brand strategies or crafting creative content, you’ll find me unwinding through painting, drawing, or enjoying a solo vacation to recharge.

PROJECTS

**Project: Lagos State IBILE Youth Ambassadorship Program 2024**

I had the incredible opportunity to work on the Lagos State IBILE Youth Ambassadorship Program, a prestigious youth fellowship designed by Lagos State to empower and engage young leaders across the region. As part of the project, I was responsible for designing all the visual content and written materials to support the program’s communication efforts.

My role involved creating a wide range of graphical assets, including billboards, wallpapers, digital designs, and book layouts, ensuring the visuals aligned with the program's mission and values. I also wrote compelling copy to accompany these designs, helping to communicate the importance of the fellowship and its goals.

In addition to design work, I led the video production aspect of the project, shooting and editing footage of candidates participating in the program and key figures such as the Permanent Secretary and Honourable Commissioner of the Lagos State Ministry of Youth. This included capturing their interviews and moments of the fellowship in action, showcasing the program's impact and the enthusiasm of the youth involved.

The project was a rewarding experience, allowing me to contribute to a meaningful initiative while further developing my skills in branding, design, and multimedia content creation. It was truly inspiring to see the program bring together young people from across Lagos, and I’m proud to have played a role in bringing the vision to life.

CAMPAIGN

**FlashChange Marketing Campaign**

I worked closely with the marketing team at FlashChange to drive app downloads and engagement through a strategic influencer campaign. By truly understanding the brand and its target audience, I helped identify the right mix of influencers, including big names like Blaq Bonez and Zlatan and smaller, niche influencers.

We ran a series of giveaway hashtag campaigns that not only increased social media buzz but also directed users to download the app. This approach boosted engagement, improved brand perception, and drove significant traffic.

The results were beyond exciting—by the end of 2024, we had achieved over 80,000 app downloads in less than 2 years, proving the power of targeted marketing and influencer partnerships.

**G126 Travel Community Campaign**

I spearheaded a community-building campaign for G126, a travel company, aimed at growing the brand through strong, engaged communities in Lagos and Port Harcourt. The first step was creating a vibrant travel community, where members could connect, share experiences, and enjoy exclusive perks like travel vouchers and hotel discounts.

To kick things off, I planned and executed an offline event called *Movie in the Park*, which attracted over 80 members to its first edition. This event not only built excitement but also strengthened brand awareness and loyalty. The success led to a second event, *Movie on the Beach*, which further boosted engagement and visibility.

The impact was clear—brand awareness grew significantly, and sales saw a 10% increase. The community continues to thrive, now with over 700 members in the group chat, creating a solid foundation for long-term brand growth.

