

YUSUF-SAMUEL ODUSAMI *Media, Marketing & Business Development*
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PROFESSIONAL PROFILE

With over 11 years in the marketing communications industry in Africa, I have worked as a media, advertising, digital marketing and business development professional, advising some of the biggest brands in the continent with more than £100 million in annual spend as a research, analyst, strategist and campaign manager.

With a multi-disciplinary approach, I have a strong passion for seeking answers and helping clients and brand owners solve thorny and challenging marketing problems. I have worked on startups and brands who want to enter and dominate new markets. My continuous learning mindset and believe in a win-win team-playing mentality is a distinctive quality makes me fit for companies of today and the future.

KEY COMPETENCIES

- Client & Business Relationship Management
- Media & Communication Strategy
- Public Relations and Media Management
- Creative and Brand Communication Management
- Pitch Leadership and Business Presentation
- Digital Marketing and Analytics

CAREER SUMMARY

SBI Media Limited

Assistant General Manager, Business Development & Strategy

July 2015 – Till Date

Roles & Responsibilities

- Cooperating with the Group General Manager and assisting with operations
- Ensure compliance to organizational standards, including safety standards and client or customer communications
- Oversee overall research, strategy and data analytics for all brands in the agency's kitty
- Oversee and spearhead business development and client management across the group
- Oversee and lead new business pitches for the group
- Develop and execute group media and business strategy
- Ensuring company policies and procedures are followed.
- Engage in opportunities that can add to overall workplace accomplishments.
- Evaluate employee performance and identify hiring and training needs
- Supervise and motivate staff to perform their best
- Communicate with clients and evaluate their needs
- Manage reports and personnel documents

**Media Integra Limited
Manager, Media Strategist**

February 2015- July 2015

Roles & Responsibilities

- Develops unique strategies and builds upon current client strategies within the digital arena to meet/exceed objectives
- Executes projects to be high quality, on time and cost-effective/on budget
- Fosters timeline development and monitors progress, ensuring deadlines are met
- Manages overall project scope and ensures staffing assumptions adhere to budget
- Develops strong, trusting relationships between clients and agency partners, providing leadership and support during strategy, ideation, and execution
- Manages client expectations, bringing issues/concerns to clients' attention before they become problems, offering potential solutions, and advising of potential delivery delays
- Manages work and professional development of assigned project manager(s)

**New Creations Worldwide Link (Nikon Nigeria)
Marketing Executive**

March 2014- January 2015

Roles & Responsibilities

- Formulate marketing plans, calendars and oversee all marketing efforts of the Nikon brand and accessories
- Initiate and coordinate ATL and BTL campaigns for Nikon brands and accessories
- Coordinate all marketing activities, projects, promotions and management for Nikon products, accessories and services.
- Managing the Nikon Masterbrand, Nikkor and ensuring all designs, ATL and BTL communication are in sync with the Nikon brand architecture
- Manage and coordinate all marketing, sales and promotional suppliers.
- Coordinate all digital communication efforts and ensuring all digital assets of the brand are in accordance with the brand DNA and scope.
- Coordinating all hypermarket and modern trade. Supporting them with sales, promotion and branding initiatives to ensure the brand gets the ToMA among competition

**Sharemind Nigeria (Formerly Initiative Media)
Media Executive**

July 2009 – March 2014

Roles & Responsibilities

- Develop media strategy for campaign briefs and clients' businesses
- Work with the Director of planning to generate research insights and analysis for all brands in the agency's portfolio.
- Coordinate all Sharemind communication with Mindshare network agencies on projects, international pitches and knowledge sharing.
- Oversee agency's Digital unit by planning and recommending strategies for digital campaigns.
- Oversee web analytics, measurement and recommendation for brand sites and digital campaigns.

- Use the agency's proprietary tools and software to report and package pre/post campaign evaluation.
- Develop, design and publish marketing and media markets intelligence reports, whitepapers and briefs to update the Mindshare network, clients and partners on the Nigerian market and media scene
- Provide research data and insights as per client's target market for both above-the line and digital audit on request by clients and or agency's affiliates worldwide.

M2 Magazine (Defunct)

March 2008 – July 2008

Intern Writer & Reporter

Roles & Responsibilities

- Gathering and writing foreign news stories and local marketing and business stories for specialized pages of the magazine.
- Attending news events, press conferences and package the reports for publishing
- Writing feature articles on marketing and business issues, events and brands.

TECHNICAL & SOFT SKILLS

- Proficient in data-based media planning software and optimization tools such as MediaStar, Espri and others.
- Competent in using web analytics and e-marketing tools such as Google Analytics, Web Optimiser, DoubleClick AdPlanner, DFA for Advertisers etc.
- Expert in business innovation, brand design, logo creation, creative copywriting and their production tools such as Corel Draw, Fireworks, and Illustrator etc.
- Skillful with desktop office applications such as Microsoft Office (PowerPoint, Excel etc.) and cloud-based productivity tools such as Google Docs (Google's cloud-based productivity applications, with Spreadsheet, Document, Presentation

PROFESSIONAL WHITEPAPERS & REPORTS

- Media in 2022: Year of the Metaverse
 - Link: cutt.ly/iUWEEQ7
- Media in 2021: Year X
 - Link: cutt.ly/XclWjUu
- Media in 2020: The Year of Power
 - Link: cutt.ly/XjkeCh3
- Media in 2019: The Coded Year
 - Link: <https://cutt.ly/Weu5bJM>
- Media in 2018: The Year of Hot & Cold
 - Link: <https://cutt.ly/Weu5bJM>
- Nigeria's Marketing and Media in 2016
 - Link: <https://cutt.ly/Yeu7mjs>
- Media in 2014: What you Need to Know (Highlights of top trends and predictions for media in 2014)
- Link: <http://bit.ly/1cm0UOP>
- Nigerian Telecoms Market in 2011: Top Five Trends to Watch (Top trends that impacted telecoms market in

- Link: <http://bit.ly/1iDvHKC>
- Appvolution (Sharemind Report on Mobile Apps usage and prospects in Nigeria)
 - Link: <http://bit.ly/1jXjE8K>
- 2012: What will be will not be (Highlights of top trends and predictions for media in 2012)
 - Link: <http://bit.ly/1hESMJr>
- #ForwardThinking (Highlights of top trends and insights in the Nigerian media scene for March 2015)
 - Link: <https://goo.gl/8Nwnel>

ACADEMIC RESEARCH PROJECTS

- Cyber Warfare and Global Stability in the 21st Century: Analysis of the United States and China. (Masters' Research Paper, April 2015).
 - Link: cutt.ly/RclWMM3
- The Influence of Pro-condom Advertising Campaigns on the Attitude of Youths towards Sex. (Final Year Research Project, April 2008).
 - Link: bit.ly/1gjNPJr

SELF-PUBLISHED ESSAY & NEWS ARTICLES

- The Mess in Afghanistan and the Dangers Ahead
(Feature article was written for PageOne.ng in 2017).
 - Link: <https://bit.ly/3EdNlSk>
- Five Years After Jumia, Konga Nigeria's eCommerce 'Rocket' and 'Eagle' strive to break even
(Feature article was written for PageOne.ng in 2017).
 - Link: <https://cutt.ly/geizZQ7>
- Common Sense for Third Economies (An essay written essay in 2013).
 - Link: <https://cutt.ly/QeizUBl>

AWARDS, COMMENDATIONS & MILESTONES

- 2018-Most Outstanding Knowledge Sharer Awards (SBI Media)
- 2016-Founded PageOne.ng, a business-focused news website
- 2014- Lead a team of agencies and BTL agencies to execute an intensive two-month brand activation campaign for Nikon to leverage the FIFA Brazil 2014 World Cup with record sales and leads.
- 2013- Appointed to represent Sharemind at the Mbassadors Global Digital Nation Conference in London July 13-18th 2013
- Appointed Mindshare Mbassador, Sharemind Nigeria's Knowledge - A representative for the Mindshare

Global Network London, 2013.

- 2009- Best Graduating Student. Mass Communication Department, Olabisi Onabanjo University Ago-Iwoye, Ogun state 2007/2008 session.
- 2008- Winner Media Scholar Award, A writing competition for Mass Communications Student in South Western Universities in Nigeria.
- 2002- Winner of Best Government at Secondary School Level (SS2), Government College Epe Ketu, Lagos.

EDUCATION

- **2021- In view:** Nottingham Trent University
Masters of Arts in International Relations
- **2004-2008:** Olabisi Onabanjo University, Ago-Iwoye Ogun State, Nigeria
B.A. Mass Communication, Advertising Major (Second Class Upper Division)
- **1998-2003:** Government College Ketu, Epe Lagos, Nigeria
Secondary School Leaving Certificate
- **1992-1997:** R.C.M Primary School, Igbodu Epe, Lagos Nigeria
First School Leaving Certificate

REFERENCES

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