

Grace Apantaku

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Experienced professional with a diverse background spanning Advertising, Influencer Marketing, and PR/Communications. I bring a unique set of transferable skills to the world of frontend development. My career pivot is driven by a genuine interest in coding and a commitment to creative problem-solving.

TECHNICAL SKILLS

JavaScript ES6+, HTML5, CSS3, JQuery, Bootstrap, React.js, GitHub

EDUCATION

<i>edX - Front-End Web Development , London</i>	Nov 2023 - Mar 2024
Master of Science (M.S.) - Nutrition Sciences <i>King's College London, London</i>	Sep 2018 - Jul 2019
Bachelor of Science (B.S.) - Pharmaceutical Sciences <i>University of Greenwich, London</i>	Sep 2010 - Jul 2013

EXPERIENCE

Sports Talent Coordinator <i>Gateway Sports & Entertainment, London</i> <ul style="list-style-type: none">• Assist in the coordination and management of talent representation activities, including contract negotiations, scheduling, and logistics.• Support the founder in identifying and cultivating relationships with athletes and industry stakeholders.• Facilitate communication between talent, clients, and internal teams to ensure alignment on marketing and promotional activities.• Coordinate the execution of brand partnerships and endorsement deals, including liaising with sponsors and managing contractual obligations.• Assist in the development of marketing strategies and campaigns tailored to individual talent and client objectives.	May 2023 - Jan 2024
Influencer Account Executive <i>R&CPMK, London</i> <ul style="list-style-type: none">• Complete ownership of the end-to-end talent management for clients including outreach, negotiating, contracting, invoicing, briefing talent, overseeing content approvals, campaign delivery and talent payments.• Built and managed long-term relationships with clients and talent to ensure maximum coordination and impact for campaigns.• Worked with Account Manager and cross-functional teams to collaborate on long-term influencer strategies.• Researched and identified the best talent for campaigns, from emerging digital-first creators through to celebrities, ensuring they met clients needs.	Feb 2022 - Apr 2023
Account Executive <i>Wunderman Thompson, London</i> <ul style="list-style-type: none">• Day-to-day management of 3 accounts including ongoing communication with clients and internal teams, note-taking, and compiling monthly reports.	Aug 2021 - Dec 2021

- Managed content across clients social channels using Sprinklr, ensuring consistency and on-point messaging to drive community engagement and fully support brand priorities.
- Drove and undertook detailed competitor analysis, to prepare presentation decks for clients.

New Business & Marketing Executive

Apr 2021 - Aug 2021

Wunderman Thompson, London

- Contributed to the new business process through detailed client and competitor research, and fed this into client strategy and new business proposals.
- Participated in brainstorming for creative ideas and strategies to promote the agency's positioning, work, and expertise, and raise our external profile to help generate new business opportunities.
- Monitored and shared PR coverage for the agency at weekly company-wide meetings.

Administrative Officer - Legal

Feb 2020 - Mar 2021

Government Legal Department, London

- Ensured all new cases were processed and logged onto CMS and that letters and documents were sent out to client groups and Court.

Tribunal Clerk

Mar 2017 - Aug 2018

HM Courts & Tribunals Service, London

- Daily management of the courtroom to ensure cases were dealt with promptly in liaison with members of the Judiciary and that all subsequent results were accurately recorded and issued to parties.
- Dealt with customer queries, including rescheduling hearings, answering enquiries related to court matters, as well as clarifying judicial decisions.

Communications Intern

Aug 2016 - Oct 2020

Croydon Council, London

- Co-defined the communication plan for the agile working roll out, engaging staff via Yammer, promoting in monthly newsletters and generating bi-weekly reports to detail achievements and milestones.
- Communicated the project to staff during training and attended internal events to improve service delivery & promote the benefits of agile working.

Social Media & Marketing Intern

Mar 2016 - Jul 2016

Wow Beauty, London

- Managed all social media channels using Hootsuite and implemented integrated marketing campaigns to build brand awareness.
- Built industry relationships with brands, influencers, and PR agencies while also representing the brand at events.

PR & Marketing Intern

Feb 2016 - Apr 2016

Sane Communications, London

- Monitored print media for competitors' advertising and the latest trends within the fashion industry.
- Sourced creative, on-brand social media content and imagery for clients, to align with their branding message.

SKILLS

Expert in: Problem-Solving, Communication, Collaboration, Attention to Detail, Responsive Design, Testing/Debugging, Continuous Learning, Creativity

