**ABOUT Jeremiah Agenyi**

My name is Jeremiah Agenyi, and I currently live in Abuja, Nigeria.

I am passionate about people, how storytelling influences communities to become better, and efficient and sustainable systems that solve social problems. I am a visual designer with a rich experience leading digital media campaigns in Nigeria and across the world.

Recently, in my role as the Communications Manager at the Nigeria Centre for Disease Control (NCDC), Nigeria’s national public health institute (NPHI), I assisted the Director General on the policy, strategy and operational framework for the NCDC with specific focus on brand identity and visibility, use of digital media as a primary touch point, media/partner relations, and internal communications, to increase awareness among Nigerians about the NCDC, awareness on current and emerging public health threats in Nigeria, and to combat misinformation around diseases of public health importance in Nigeria.

As the communication lead at the NCDC, I developed and implemented a digital media strategy that transformed NCDC’s virtual engagement with Nigerians, growing the followership on Twitter to over 1 million in early 2020 from less than 1000 in 2017; I also achieved an over 300% increase in page likes on the organisation’s Facebook page. Having learnt from data that one of our target audiences are avid with Facebook, I developed and led Facebook awareness campaigns for Lassa fever and Yellow fever respectively in the 2018-19 disease outbreak season in Nigeria, supported by Facebook; insights from the campaign data provided a baseline for a robust, evidenced-based public and media engagement for Nigeria’s response to the COVID-19 pandemic which started early 2020.

During my stint as the communication lead, I developed and implemented a two-year communication plan for the NCDC, to guide the organisation’s internal engagement with staff and partners, as well as external engagement with the media and our other publics. I led digital and onsite branding, content development and online publicity for notable events, including the first ever Lassa fever International Conference in Nigeria *(2019, tinyurl.com/5ybzp9ea)*, the 3rd and 4th International Conferences of the NCDC and the Nigeria Field Epidemiology and Lab Training Programme (NFELTP), and Nigeria’s participation in the global awareness week for Antimicrobial Resistance (AMR) campaign for 2017 and 2018 respectively. I started a bimonthly internal newsletter for the NCDC, the *NCDC Digest*, to ensure staff members understand the NCDC vision and strategy, and are empowered to achieve it; I published ten editions *(see 9th edition via* [*https://tinyurl.com/y7aqr8se*](https://tinyurl.com/y7aqr8se)*)*.

Currently, I lead communication and advocacy on the World Bank’s Regional Disease Surveillance Systems Enhancement (REDISSE) Project in Nigeria, managing the overall coordination of the information and communication component.

I hope to become an expert in user experience manager and running a nonprofit in future to invest in helping young people take better charge of their future to improve the quality of life we can build.

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