

KOSSI SO UDODI

Communications & Content Specialist

Abuja Nigeria | Kossisoroyce@gmail.com | [Design Portfolio](#) | [Linkedin](#) | [Newsletter](#)

Profile Summary

Dynamic Digital Communications Specialist with 6+ years of experience in strategic content creation, social media management, and campaign execution across Africa. Proven expertise in creating engaging multimedia content for platforms like Facebook, YouTube, and TikTok. Strong background in youth advocacy, global health communications, and expanding brand presence in culturally diverse environments. Adept at social media analytics, campaign optimization, and content strategies that drive audience growth and engagement.

Key Skills

- Stakeholder Management (Government, Corporate, NGOs)
- Event Branding & Promotional Campaigns
- Content Creation (Webpages, Social Media, Event Programs)
- Multinational Communications Strategy
- Project Management
- Digital Marketing & SEO
- Creative Software (Canva, Trello, Slack, WordPress)
- Social Media Analytics (Google Analytics, Facebook Insights)

Relevant Work Experience

UNAIDS | January 2024 - Present

Digital Communications Specialist [Contract]

- Managed digital communication projects across Facebook, YouTube, LinkedIn, and X, boosting online engagement across 5+ countries.
- Developed and executed multimedia campaigns promoting global health policies, including video shorts and infographics tailored to youth audiences.
- Spearheaded international content strategies for HIV/AIDS advocacy, focusing on youth-led, LGBTQIA+ initiatives, and expanding reach through targeted social media campaigns.

Multikids Africa, Ghana | October 2022- January 2024

Communications Strategy Lead

- Led content creation and digital strategy for West Africa, including platforms like TikTok and YouTube.
- Expanded social media presence in Côte d'Ivoire, Senegal, and The Gambia through tailored, localized content.
- Designed and implemented ad campaigns that increased social media traffic and engagement by 30%.

Office Of the Senate President of Nigeria | September 2021 - October 2022

Programs & Communications

- Managed social media platforms for youth-related policy initiatives, designing content that reached over 50,000 users monthly.
- Developed digital strategies for Facebook campaigns to increase civic participation, focusing on disinformation and youth advocacy.

The Africa Politeia Institute | September 2020 - August 2021

Communications Lead

- Managed external communications and advised on ICT and civic development policy.
- Pioneered management consulting services for non-profits.
- Developed "The Grow Nigeria Conversation" forum, engaging international business delegations.
- Combined strategic communication, policy advisory, and initiative development to drive organisational impact in non-profit and civic sectors.

Portfolio

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Education

Bachelor of Science in International Relations

Master of Science in International Relations

Ecole Supérieure des Technologies Avancées et de Management
