

FRANCESS EZINNE EKEZIE

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Lagos State, Nigeria.

Professional Summary

Astute media, communications, and administrative professional with four years of experience in public relations (PR), agency, and broadcast settings. Skilled in content creation, media relations, and strategic communications, with a proven track record of engaging storytelling and delivering impactful media solutions. Adept at working in fast-paced environments and committed to exceeding expectations and driving brand growth.

Core Skills

- **Media & Public Relations:** Media relations, press office management, crisis communication, brand storytelling, campaign management
- **Content Creation & Production:** Radio hosting, video editing, digital photography, WordPress, SEO, strategic content planning
- **Project & Team Management:** Leadership, cross-functional collaboration, performance analysis, budget management, process improvement
- **Technical Proficiencies:** Google Drive, Adobe Creative Suite, Microsoft Office Suite.
- **Soft Skills:** Communication, strategic thinking, organization, analytical skills, creative problem-solving, adaptability, multitasking

Professional Experience

Trend 100.9 FM

2024 – Present

Radio Presenter

- Host of *Saturday Morning Vibes*, a weekend show focused on music, interviews, and wellness.
- Co-host of *Trend Villa* and *No Lele*, popular programs covering entertainment and news in Pidgin.
- Develops engaging content and interacts with listeners through social media and live broadcasts.

OTownGist Media and Entertainment

2021 – 2023

Admin Officer and Manager

- Led a team of 10, overseeing daily content creation, publication, and client relations operations.
- Developed and implemented strategic plans to drive business growth and expand media reach.
- Analyzed market trends and produced data-driven insights to enhance media strategies.
- Ensured adherence to compliance and industry standards, achieving cost-effective media production.

- Reported on media performance, offering actionable recommendations to improve quality and efficiency.

Enchanted Media (Remote)

2020 – 2021

Public Relations Expert

- Analyzed web traffic data and optimized blog content to improve reach and engagement.
- Created and managed monthly editorial calendars, ensuring timely content delivery.
- Established media relationships to enhance press coverage and public awareness.
- Developed targeted PR campaigns, supported brand partnerships, and conducted media monitoring.

Hope New Media (Remote)

2019 – 2020

Blogger

- Published original content on website, with a focus on public engagement and outreach.
- Participated in social outreach initiatives and analyzed government perception via citizen surveys.
- Gained skills in data entry, analysis, and audience engagement.

Education

Bachelor of Library and Information Science (B.LIS)

Nov 2014 – Dec 2018

Michael Okpara University of Agriculture

Certifications

- Introduction to Advertising
- Mastering Public Relations for brand-building
- Data Entry Academy (Certificate of Attendance)

References

Available upon request.