

[32 Orelope Street, off Karimu Laka Street,Egbeda, Lagos, Nigeria]

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[Married] [October 4,1979]

OBIDIKE OKAFOR

OBJECTIVE

To always work with a professionalism that will add value to any establishment.

PROFESSIONAL HIGHLIGHTS

COMMUNICATIONS AND CONTENT CONSULTANT

- *Facilitating workshops and training
- *Arts, culture, entertainment and lifestyle freelance writing for publications like ContemporaryAnd(Germany), Art Africa(South Africa), Omenka(Nigeria), Thisday(Nigeria), Culture Trip(UK), African Colours(Kenya) and IAM Africa(South Africa), The Nation, ThisDay
- *Part-Time Communications Manager, Dyslexia Nigeria

COMMUNICATIONS MANAGER(PART-TIME)

- *Design and implement weekly, quarterly tactical communication campaigns across Dyslexia Nigeria owned channels including events, social channels and website.
- *Develop press releases, editorials for the Dyslexia Nigeria (DN) brand; securing monthly free media mentions for the brand on traditional media.
- *Create, edit and vet all communication materials to be exposed to internal and external publics
- *Lead daily creative process of producing and disseminating all contents including videos, graphic designs and infographics and radio productions.
- *Develop and defend a monthly communications budget with the Chief Executive Officer
- *Develop and defend monthly, quarterly DN brand communications report in line with Dyslexia Nigeria strategic communication plan.
- *Develop and execute brand public relations campaign in line with strategic communications plan
- *Develop and defend monthly, quarterly audience feedback report from media channels to the CEO

ASSISTANT ONLINE EDITOR

- * Managing, coordinating and driving daily upload of relevant, fresh and accurate content.
- *Writing, editing, rewriting texts, while overseeing and guiding other journalists on providing content for online.
- * Supervising and growing the social media platforms of the website.

<p>ACHIEVEMENTS &SKILLS</p>	<p>CONTENT PRODUCER</p> <ul style="list-style-type: none"> * Generating content (text, video, pictures and infographics) for News24Nigeria, Bounce News, BusinessDay, 234NEXT and Innovation Village. * Pioneering the video section of News24 in Nigeria, where I conceptualized and executed creative content for the multimedia arm. * Creating innovative video content for Bounce News. *Creating content for the official newsletter of the 2014Dakar Art Biennale in Senegal for Anglophone African countries. <hr/> <ul style="list-style-type: none"> *Recognized as the Art journalist of the year in 2009 by the Society of Nigerian Artists (SNA) Lagos Chapter. *Establishing a local community for data visualization as the Ambassador for Infogram. *Getting over 55 million page views for News24 during the 2015 elections in Nigeria. *Pioneering the creation of original content for the video section of News24 in Nigeria. *Media management and innovation. *Good interpersonal skills. *Data visualization. *Video production and direction. *Content marketing *Project Management *Entrepreneurship *Visual Storytelling <hr/> <p>Communications and Content Consultant OBDK Media, 32 Orelope Street, off Karimu Laka Street, Egbeda, Lagos, Nigeria September 2011-Date</p> <p>Content Producer/Multimedia Manager/Entertainment Editor Media24(Bounce News Nigeria, News24Nigeria), 32 Ikosi Road, Oregun, Ikeja, Lagos. November 2013-June 2019</p> <p>Assistant Online Editor BusinessDay, 4 Point Road, Apapa, Lagos, Nigeria. February 2012- November 2012</p>
<p>EMPLOYMENT HISTORY</p>	

EDUCATION	Arts & Culture Reporter/Online Producer 234NEXT, Lagos, Nigeria November 2008-September 2011
	Abubakar Tafawa Balewa University, Bauchi, Bauchi State BTech, Applied Microbiology 2006
	New York Film Academy (NYFA), Nigerian workshop Diploma, Broadcast Journalism September 2012
	Hubspot Academy Certification in Inbound Marketing April 2019
	Hubspot Academy Certification in Content Marketing May 2019
REFERENCES	Harvard Business School Executive Education Short Course, Certificate in Project Management March 2019
	References are available on request.