



# KENECHI OBIKA

kenechiobika@gmail.com | +234 809 909 4061  
Linkedin.com/in/kenechi-obika

## SKILLS

Media & Brand Management  
Digital Marketing  
Audio/Visual Content Production  
Content Writing for Radio & TV  
Team Building & Leadership  
Production Administration  
Internal & External Comms.

## EDUCATION

### LONDON SCHOOL OF BUSINESS & FINANCE

Dual Master's in Strategic Marketing  
*Ongoing*

### PAN-ATLANTIC UNIVERSITY

Certificate in Film/Video Production.

### PAN-ATLANTIC UNIVERSITY

Certificate in Digital/  
Traditional Copywriting.

### UNIVERSITY OF NIGERIA

Bsc. Public Administration

## PROFESSIONAL CERTIFICATIONS

Member.  
**CHARTERED INSTITUTE OF  
PUBLIC RELATIONS | CIPR, UK**

Member.  
**INTERACTION DESIGN  
FOUNDATION | IDF**

## Brand, Content & Communications

Seasoned Brand Marketing & Communication specialist with years of experience in directing marketing strategy, managing brands, and raising awareness for specific campaigns and projects. I am also adept in leading other aspects such as Content Marketing, Audio/Visual Content Development, UX & UI Design/Quality Assurance, and Film Production

## CAREER ACCOMPLISHMENTS

1. Saved agency fees by over USD1.8M through design and establishment of an in-house content production team for Diamond Bank.
2. Coordinated and managed the entire production and media buying process of I AM series - A Diamond Bank initiative to support and showcase home-grown businesses.
3. Achieved over 100,000 downloads for the Sparkle app within the first 3 months after launch.

## PROFESSIONAL EXPERIENCE

### Head, Content Marketing & Communications Sparkle Nigeria, September 2019 – Present

#### RESPONSIBILITIES:

1. Manage all digital assets for the brand (which included the website, social media platforms, newsletters, etc.) and produce various promotional materials, press releases, instructional materials, success stories, and testimonials, etc.).
2. Oversee the design and implementation of communications and marketing strategy for Sparkle.
3. Organize the structure of Sparkle's marketing content to identify strength and promote value.
4. Build and maintain effective relationships with media houses, agencies, and professionals to manage company reputation.
5. Manage influencer sponsorships or engagements with a network of organic brand advocates.

### Media & Communications Manager Access Bank, April 2019 – September 2019

#### RESPONSIBILITIES:

1. Developed PR campaigns and media relations strategies.
2. Evolved successful goal-oriented media plans with the creative departments.
3. Developed and maintained effective working relationships with journalists, media houses and news agencies.
4. Build and maintain effective relationships with media houses, agencies, and professionals to manage company reputation.
5. Sought opportunities to enhance the reputation of the brand, and coordinated events as required.

6. Managed conflicts and escalated to management. Conducted daily monitoring of national newspaper articles, social media, and any other periodicals for materials crucial to ongoing marketing campaigns.
5. Liaised with media representatives, individuals, and other organizations to promote the brand.
6. Tracked media coverage and followed industry trends.

**Brand & Content Manager,  
Diamond Bank,  
September 2016 – March 2019.**

**RESPONSIBILITIES:**

1. Translated the bank's brand, values, and business goals into marketing strategies that foster business growth and contents that builds excitement for the brand.
2. Supervised & provided quality control on all marketing content for internal & external communication. Provided timely, expert advice to key internal stakeholders on branding, marketing, and communication engagement activities.
3. Supported the engagement and supervision of external agencies for all marketing and communications activities and campaigns.
4. Carried out branch supervisions to ensure consistency and uniformity in branding.

**Content & Multimedia Manager,  
Diamond Bank,  
February 2014 – September 2016.**

**RESPONSIBILITIES:**

1. Sustained the development of relevant content to engage with the bank's target audience on social media.
2. Managed a team of creative service professionals effectively, to ensure timely delivery of dynamic marketing collateral.
3. Coordinated all video interviews for internal communications.
4. Supported the CEO's internal and external communication through recorded videos and audio recordings for quarterly investor relations podcasts. Edited and updated promotional material and publications - brochures, videos, social media posts etc.

**Brand Promotion Executive,  
Diamond Bank,  
May 2010 – February 2014 .**

**RESPONSIBILITIES:**

1. Created and designed promotional activities to drive the desired message for the bank's products and services..
2. Organized and coordinated with local & international vendors to host all the bank's trade fair participations and other promotional events.
3. Collaborated with other departments to ensure that the right brand image and values are being promoted.
4. Supervised the production of traditional and digital advertising and exhibitions.