

STELLA UDDIN

SUMMARY A PR and marketing communications enthusiast, passionate about becoming a highly effective brand communicator. My work is geared towards effective communication, strategic content dissemination, and using various tools to improve conversation, promote brand awareness, and provide a positive and widely heard voice.

SKILLS & ABILITIES

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|--|---------------------------|---|-------------------|
| * Digital communication | * Social Media Management | * Media Monitoring | * Initiative |
| * Content Marketing | * Interpersonal skills | * Customer service | * Problem solving |
| * Client negotiation | * Creative thinking | * Microsoft Office skills | * Research |
| * Presentation skills | * Attention to detail | * Teamwork | |
| * Good oral and written communication skills | | * Good organization and planning skills | |
| * Stakeholders management | | * Effective document management | |
| * Project management | | | |

EXPERIENCE

GRADUATE INTERN, A'LIME MEDIA LIMITED, LAGOS, NIGERIA

July 2020 till date

- * Conduct research and perform market analysis on clients' products and services
- * Content creation: developed social media content calendars and content plans
- * Participate in PR campaign planning and implementation
- * Developing brand campaign ideas, and drafting clients' communications plan document
- * Article, Newsletter and Press release writing, report writing, and script writing
- * Management and monitoring of clients' social media accounts, and social media audit
- * Drafting concept note and speaker briefs for events
- * Event coverage: social media live tweets, and physical event coverage
- * Podcast proposal development, and oversee of social media banners creation
- * Drafting social media copies, and ensuring effective clients' relations
- * Project management
- * Media monitoring and sentiment analysis for brands

Achievements:

- * Successfully developed a Corporate Communications policy document for a brand
- * Effectively managed ACT Foundation/Access Bank All for One community outreach to assist MSMEs

NYSC INTERN, CSR-IN-ACTION, LAGOS, NIGERIA

August 2019 – July 2020

- * Radio Show Team Lead: Scheduled episodes calendar, created content, draft episode script, transcribed the show, liaised with partners and guests, drew up agenda and budgets, coordinated complimentary prizes, and oversaw social media posts
- * Coordinated job functions of some other employees as a form of team mobilization
- * Carried out industry visits, research, data analysis and reported to management team
- * Ensured proper correspondence management, minutes writing, and managed vendor relationships
- * Engagement with internal and external stakeholders

Achievements:

Member, Organizing Committee "Sustainability in the Extractive Industries (SITEI) 2019 Conference

CUSTOMER SERVICE INTERN, JUMIA NIGERIA

October, 2018 – July, 2019

- * Responded to telephone inquiries, providing quality service to customers, and associate inquiries about the availability of products and status of order
- * Accessed electronic and paper cataloguing systems to look up products information and availability for customer's inquiry
- * Strived for quick complaints resolution, commended by supervisors for the ability to resolve problem on the first call, and avoid escalation of issues
- * Recommended solutions within customers budget, and proactively followed up all leads
- * Listened attentively to callers' needs to ensure a positive customer experience
- * Dealt with 100 customers daily
- * Effectively handled irate customers, and complaints in a friendly, patient manner
- * Maintained customer records by updating account information
- * Compiled reports on customer satisfaction

Achievement:

Consistently got a weekly Net Promoter Score (NPS) of over 70% from customers satisfaction form

COMMUNICATIONS INTERN, BRITISH AMERICAN TOBACCO NIGERIA

November, 2017 – February, 2018

- * Ensured proper report/minute writing, organized meetings and events, and maintained employees relations
- * Participated in field visits, ensured proper correspondence management, and developed public relations strategies

Achievements:

- * Developed a PR strategy to celebrate employees as an attempt to achieve the company's objective
- * Successfully assisted in the planning process of the 2017 BAT Foundation Farmers' market
- * Member, Planning Committee, 2017 End of Year party, Ibadan office

EDUCATION University Of Lagos – Lagos, Nigeria – B.Sc. Mass Communication

PROFESSIONAL DEVELOPMENT Associate Member, Nigerian Institute of Public Relations (NIPR)
(In View)
Diploma in Public Relations Course, Allison
(In View)
Graduate Member, Nigerian Institute of Management (NIM)
November, 2020
UK Project Management Programme, Novelle Centre, Lagos
October, 2020
Google Digital Skills for Africa
August, 2020