

HAASTRUP, TIWALADE EMMANUEL

Sam Shonibare Street, Surulere, Lagos.

htiwalade@yahoo.com

Tel: +2348078423870; 7038494942

PROFILE:

Highly competent communications professional with focus on delivering excellent and creative communication strategies using the best channels to increase top of mind awareness for brands and link them to their target audience. Over the years, I have been able to develop excellent communications and leadership skills, project management skills as well as adept attention to detail which help me deliver successfully on tasks.

WORK EXPERIENCE

EKO ELECTRICITY DISTRIBUTION COMPANY, Media Relations and Corporate Communications Associate, Dec 2018 to present

Eko Electricity Distribution Company (EKEDC) has the sole responsibility of distributing electricity to the Southern parts of Lagos and Agbara in Ogun state.

- Managing the Company's perception in the media space.
- Managing the Company's Media Contacts.
- Creating and Managing Internal Communications.
- Developing media contents for publicity.
- Media Relations and Stakeholder Engagements.
- Initiating CSR project ideas.
- Crisis and Issues Communication and Management.
- Initiating ideas for more brand visibility.
- Managing the brand's perception and image.
- Social Media Management.
- Monitoring the power industry, regulations, market and contemporaries.

ROBERT TAYLOR MEDIA, Public Relations Consultant, May 2018-Dec 2018

Robert Taylor Media is a communications agency that helps brands to create communication strategies that bring brands closer to its publics.

- Developing Public Relations strategies as it pertains to each unique client.
- Media Relations.
- Curating Corporate Social Responsibility Strategies.
- Brand Reputation Management.
- Issues and Crises Management.
- Social Media Strategy.
- Research and Brand Advisory Services.

PREMIUM GRAPHICS LIMITED, Business Development Executive, 2015-2016

Premium Graphics Limited specialises in all kinds of digital large format printing and out of home (OOH) advertising materials to create customer awareness and influence sales.

- Seeking more business opportunities for the organisation.
- Generating reports on all activities.
- Client Services.
- Quality Control.
- Logistics.
- Project Management.
- Client Advisory Services.

Community Grammar School, Mokola, Ibadan English Teacher (NYSC) December 2013-October 2014

- Teaching English language to JSS 1, JSS 2 & SSS 1 students.
- Planning, preparing and delivering lessons to a range of English classes.
- Recording and monitoring students' attendance.
- Arranging periodic performance evaluation tests and providing detailed feedbacks about areas of improvement.
- Managing students' behaviour in the classroom and on school premises.
- Accomplishing regular classroom debates to raise the students interests and understandings of the subject.
- Assisting the school administration in arranging special functions / celebrations.

Development Economic Resource Limited, Internship 2012(JULY-OCTOBER)

- Editing of documents in terms of consistency in the use of English (UK).
- Handled the tasks of developing and maintaining database of editorial guidelines (hyphenation, most frequent errors, ambiguity, capitalisation and use of industry terms).
- Performed responsibilities of copywriting specific assignments as requested by internal clients.

VOLUNTARY POSITIONS

- Client Relationship Manager and Strategist, Amarira Marketplace 2016-2017.
- News Analyst, Eko FM, Agidingbi, Ikeja, Lagos. 2016.

EDUCATIONAL QUALIFICATIONS

- **University of Lagos 2018;** Master of Science in Mass Communication (With Public Relations and Advertising as areas of specialisation).
- **Joseph Ayo Babalola University, Osun State 2013;** Bachelor of Science in Mass Communication.

PROFESSIONAL ASSOCIATIONS

- **Chartered Institute of Public Relations; Member (MCIPR).**
- **Nigerian Institute of Public Relations; Associate (ANIPR).**