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ALEXANDER CHIEJINA

PROFILE

An accomplished, talented, innovative, performance-driven integrated marketing and brand specialist with 11 years + leadership experience in Branding, Advertising, Public Relations and Advocacy, Crisis Management, Stakeholders Mapping and Engagement, Development Communications and Corporate Communications. My experience spans across planning and execution of projects across Nigeria and Africa - Health Innovation Challenge; TABS Connect; Creative Lagos; Healthcare Leadership Academy, Africa Resource Centre; Malaria to Zero Initiative; Supporting media and communications for Global Alliance for Vaccine and Immunisation Strategic Training Executive Programme (STEP) in Nigeria, Ghana and Kenya; Nigerian Integrated Coalition for Improving RMNCAH (NICIR); Alliance for Epidemic Preparedness and Response (A4EPR) including securing partnerships with Private Sector players and State Governments, among others. I am an enterprising leader who promotes team spirit, builds leaders and encourages personal growth of potentials through coaching. I am passionate, self-motivated, versatile and a self-starter.

PROFESSIONAL FORTE

Business Intelligence | Project Activation & Management | Market Competitive Analysis | Business Remodelling | Monitoring & Intelligence Gathering | Stakeholder Engagement & Management | Market Trends | Strategy & Execution | Relationship Management | Client Engagement & Implementation | Team Collaboration & Management | Research | Corporate Social Responsibility | Internal & External Communications | Negotiation | Media Relations and Advocacy | Process Improvement | Service Level Agreements | Data Management & Analysis | Opportunities Identification | Due Diligence | Research & Analysis | Strategic Planning | Digital Marketing | Marketing Campaigns | Business Continuity |

EMPLOYMENT HISTORY

The Live Media Solutions, TLMS, www.thelivemediasolutions.com

Chief Growth Officer (March 2021 – Present)

Key Responsibilities:

- Carrying out market research in order to keep up to date with customer trends, as well as trying to predict future trends
- Developing strategies and managing marketing campaigns across print, broadcast and online platforms to ensure that products and services meet customers' expectations and to build the credibility of brands
- Analysing the success of marketing campaigns and creating reports
- Supervising advertising, product design and other forms of marketing to maintain consistency in branding
- Meeting with clients and working with colleagues across multiple departments (such as marketing assistants, marketing managers and chief marketing officers)

- Managing budgets and a team of junior assistants
- Organising events such as product launches, exhibitions and photo shoots.
- Recognize Market Opportunities
- Manage Product Development and Implementation
- Create Business Plans, Service Level Agreements, and other relevant documents
- Perform direct marketing, promotions and new business development opportunities.
- Provide Budget and Financial estimates

Private Sector Health Alliance of Nigeria, PSHAN,
<https://www.phn.ng> **Brand and Communications Lead, Nigeria**
(Dec 2014- May 2020)

Key Responsibilities:

- Managed the brand reputation of the company, ensuring crisis-free business operations.
- Led the development and design of new and on-going brand building and mitigation programs designed to increase the awareness and build reputational trust.
- Executed comprehensive tactical brand building and reputational management programs, including detailed campaign project plans and critical paths.
- Coordinated and collaborated Public Relations and Corporate Communication activities within Marketing, such as Go-to-Market, Product & Innovation, Creative, Digital, etc., as well as internal departments and leadership to develop and communicate key campaigns and messaging.
- Developed key message platforms that supported Executive Thought Leadership, Corporate and Service initiatives, driving media coverage that is appealing to business and trade media.
- Managed the integrated tactics with Agency and partners as needed relative to advertising, partnerships, creative design, market research and other services, as well as agency management as needed.
- Acted as Spokesman for the organisation
- Maintained awareness and tracking of campaign activities to capitalize media coverage, audience share of voice, organic web traffic and other KPIs
- Acted as a brand ambassador by upholding Brand Guidelines and utilizing differentiated value propositions to showcase brand consistency and value.
- Prepared and delivered presentations to internal/external audiences on issues such as campaign planning, execution, and analysis.
- Fostered and supported innovation, design thinking, and breakthrough ideas on programs; actively generating, seeking and taking advantage of best practices and value-added solutions.
- Performed other duties and responsibilities, as assigned.

Notable Achievement so far

- Developed and Implemented Communications Strategy for Private Sector Health Alliance of Nigeria; GAVI STEP programme in Nigeria, Kenya and Ghana; Healthcare Leadership Academy; Nigeria Integrated Coalition in RMNCH; Africa Resource Centre which grew its brand visibility by 30 % year on year
- Participated in the programme design, implementation and advocacy of several health initiatives including Malaria to Zero; Nigerian Health Innovation Marketplace, nutrition programmes
- Designed and executed media outreach and advocacy plans focused on universal health coverage, health equity, behaviour change communication across Nigeria.
- Designed and executed the communications strategy for Private Sector Health Alliance of Nigeria (2015 to 2019) including annual report and newsletters; scripted the entire content for the website, updated content with new developments including adding pages for new programs and reports.

- Guided website management and enhancement of social media presence, increasing website hits (+30%) as well as Facebook and Twitter followers (+40%) and YouTube presence.

Business Day Newspaper, Lagos [https:// http://www.businessday.ng](http://www.businessday.ng)

Health Correspondent; Head Features Desk & member, Editorial Board (May 2009 – Nov 2015)

Key Responsibilities:

- Collected and analyzed information on newsworthy events for publication.
- Get assignments, evaluated news leads and tips to develop story ideas.
- Verified information regarding stories through investigations, research.
- Organized materials, determine slants or emphases, and write stories according to the prescribed editorial style and format standards.
- Write editorials and business-related analyses on health, national and global issues.
- Gathered data from a variety of sources and compiled the information for review and publication.
- Reviewed information and data to determine specific issues, strengths, and areas of improvement.

EDUCATION

Nnamdi Azikiwe University, Anambra, Nigeria **2004**
 Bachelor of Science (Hons) Applied Microbiology
 Second Class Upper

Business School of Netherlands **Ongoing**
 Masters in Business Administration (MBA)

TRAININGS & CERTIFICATIONS

Pan-Atlantic University, Nigeria **2018**
 Brand and Reputation Management

University of Edinburgh (E-course) **2018**
 Managing Markets for Health Certificate

World Health Organization **2017**
 Health Financing Policy for UHC

Pan-Atlantic University, Nigeria **2018**
 Building Corporate Culture and Sustainability

World Health Organization **2017**
 Health Financing Policy for UHC

Pan-Atlantic University, Nigeria **2017**
 Corporate Identity and Brand Management

Edu Pristine International, India **2015**
 Digital Marketing

Pan-Atlantic University, Nigeria **2013**
 Advanced Writing and Reporting Skills (AWARES)

PROFESSIONAL AFFILIATIONS & MEMBERSHIP

International Supply Chain Education Alliance	SC Analyst	2019
Nigerian Institute of Public Relations(mNIPR)	Member	2022 (in view)
Institute of Corporate Administrators	Fellow	2018
Health Writers Association of Nigeria (FHEWAN)	Fellow	2011
Chartered Institute of Management Consultants	Member	2022 (in view)
Centre for Public Service Productivity & Development	Fellow	2022 (in view)

SKILL SET

Innovative leader with strong decision making and problem-solving skills
Project planning and execution from inception to completion
Excellent communication, presentation and influencing skills.
Data collection, interpretation and analysis
Creativity, imaginative with strong business acumen
Strong negotiation skills
Critical and analytical thinker,
Proficiency in Digital Marketing, and live streaming.
Applications Capabilities – Microsoft Office Suites, Office 365, and E-learning platforms

INTERESTS

Reading, Travelling, People Management, Humanitarian Service

REFERENCES

To be provided on request