

# Esther Okeleye

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## PROFESSIONAL SUMMARY

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I'm an experienced brand strategist adept at developing brand ideas, products and services through strategic development and effective media management. Skilled in articulate oratory and creating compelling content to drive engagement and elevate brand presence.

## EDUCATION

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**Moshood Abiola Polytecnic**  
*HND Mass Communication*

**January 2023 - Present**  
*Ogun, Nigeria*

**Moshood Abiola Polytechnic**  
*ND Mass Communication*

**December 2019 -December 2021**  
*Ogun, Nigeria*

**Glorious Scholars Academy**  
*Senior Secondary Certificate*

**September 2012 - July 2018**  
*Ogun, Nigeria*

## WORK EXPERIENCE

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**PERSONAL WAITER**  
*Brand Manager*

**January 2024 - Present**  
*Nigeria*

- Developed and executed comprehensive brand strategies to drive brand awareness, market share, and customer loyalty.
- Conducted market research, consumer insights analysis, and competitive benchmarking to identify opportunities and inform strategic brand positioning and messaging.
- Led cross-functional teams in the development of brand identity elements, including brand guidelines, visual assets, and messaging frameworks, ensuring alignment with brand objectives and values.
- Implemented integrated marketing campaigns across various channels, including digital, social media, print, and experiential marketing, to reach target audiences and achieve campaign objectives.
- Monitored and analyzed campaign performance metrics, customer feedback, and market trends to evaluate brand performance and optimize marketing strategies for maximum impact.
- Managed brand budgets, allocated resources, and negotiated contracts with external vendors, agencies, and media partners to ensure efficient campaign execution and ROI.

**TRUST DAYLIGHT CLEANING SERVICE**  
*Brand strategist*

**January 2024 - Present**  
*Nigeria*

- Lead strategic development and execution of brand initiatives for CleanCorp, a leading cleaning service agency serving residential and commercial clients.

- Conduct thorough market research and competitor analysis to identify opportunities and define a unique brand positioning that resonates with target audiences.
- Develop brand identity elements, including logo, color palette, and messaging, ensuring consistency across all marketing collateral and communication channels.
- Collaborate with internal teams to create integrated marketing campaigns, spanning digital, print, and social media platforms, to drive brand awareness and customer acquisition.
- Analyze campaign performance metrics and customer feedback to refine brand strategies and optimize marketing efforts for maximum impact.

### **TOYDAM TV**

*Reporter*

**January 2024 - Present**

*Nigeria*

- Covered major event as a lead reporter, providing comprehensive coverage and analysis that garnered attention from audience and peers.
- Researched, produced, and presented news stories for live broadcasts, ensuring accuracy, fairness, and adherence to journalistic standards.
- Covered breaking human interest stories across a wide range of topics, including politics, business, health, and entertainment.
- Conducted interviews with key stakeholders, experts, and eyewitnesses to gather firsthand information and provide comprehensive coverage of news events.
- Wrote scripts, compiled research materials, and edited video footage to create compelling news packages and reports for television and online platforms.
- Collaborated with producers, editors, and camera operators to plan and execute story assignments, ensuring timely delivery and seamless integration into news programming.
- Utilized social media platforms, including Twitter, Facebook, and Instagram, to engage with viewers, promote news content, and gather user-generated content for stories.

### **GREEN SCREEN MEDIA**

*Content Creator*

**December 2023 - Present**

*Nigeria*

- Conceptualized, produced, and distributed engaging content across multiple platforms, including website, social media, email newsletters, and video channels, to reach and engage target audiences.
- Developed content strategies aligned with brand objectives, audience preferences, and industry trends, leveraging data analytics and audience insights to optimize content performance.
- Managed content calendars, editorial schedules, and production timelines to ensure timely delivery and publication of high-quality content across all channels.
- Stayed abreast of emerging content trends, platform updates, and best practices, continuously innovating and evolving content strategies to meet changing audience preferences and market dynamics.

### **AFRIKAANS**

*Podcast/Event Host*

**October 2023 – Present**

*Nigeria*

- Hosted and produced Ex-capades, an entertainment podcast with over 15 episodes, reaching 200 subscribers.
- Hosted successful live events, garnering positive feedback and media coverage.
- Conducted in-depth research and preparation for podcast episodes, including guest interviews, topic development, and scriptwriting, ensuring high-quality content delivery.
- Engaged with audience feedback and comments, fostering a strong community and building listener loyalty through interactive social media engagement and Q&A sessions.
- Collaborated with guests, industry experts, and influencers to secure interviews and partnerships, expanding the podcast's reach and credibility within the target audience.
- Organized and hosted live events, workshops, and meetups, leveraging the organization's brand to create memorable experiences for attendees and sponsors.
- Acted as a moderator, panelist, keynote speaker at industry conferences, seminars, and conventions, representing the organization and sharing expertise on relevant topics.

## **AFRIKAANS**

*Director of branding and production*

**September 2023 - Present**

*Nigeria*

- Spearheaded the development and implementation of comprehensive branding strategies to enhance brand visibility, differentiation, and market share across diverse product lines and business units.
- Directed all aspects of brand identity creation, including brand positioning, visual identity, messaging, and brand architecture, ensuring consistency and alignment with company objectives.
- Led cross-functional teams in the execution of integrated marketing campaigns, spanning digital, print, video, and experiential channels, to drive brand awareness and engagement.
- Oversaw the production process for all marketing materials, including advertising campaigns, promotional materials, packaging, and digital content, ensuring high quality, on-time delivery, and adherence to brand standards.
- Managed relationships with external creative agencies, production vendors, and freelancers, negotiating contracts, overseeing project timelines, and ensuring cost-effective solutions.

## **MJ CREAMY LOUNGE**

*Content Creator/ Social Media Manager*

**September 2023 - January 2024**

*Nigeria*

- Strategically managed and executed social media marketing campaigns across multiple platforms, including Instagram, TikTok, to increase brand awareness, engagement, and conversion rates for clients.
- Developed and implemented comprehensive social media strategies aligned with client objectives, target audience demographics, and industry trends, resulting in increased followers, engagement, and website traffic.
- Created and curated compelling, visually appealing content, including graphics, photos, videos, and written copy, to maintain a consistent brand voice and aesthetic across all social media channels.

- Engaged with followers, responded to comments and messages, and fostered community interaction to build brand loyalty and enhance customer relationships.
- Conducted regular performance analysis and reporting using social media analytics tools, such as Facebook Insights, Instagram Insights, and Google Analytics, to track campaign effectiveness and optimize content strategy.

**KINGSWORD CHURCH**  
*Social Media Manager*

**August 2023 - Present**  
*Nigeria*

- Developed and executed social media strategies to enhance the church's online presence, engage with the congregation, and reach out to the community.
- Increased social media followership resulting in expanded reach and engagement with the church's message and programs.
- Launched successful social media campaigns which resulted in increased attendance at church events and enhanced community engagement.
- Received positive feedback from church leadership and congregation members for innovative social media initiatives that effectively communicated the church's values and impact.

**DIGITAL EXCHANGE ACADEMY**  
*Virtual Assistant*

**August 2022 - March 2023**  
*Nigeria*

- Provided comprehensive virtual assistance services to clients, including administrative support, email management, scheduling, travel arrangements, and data entry, ensuring efficient and organized operations.
- Managed calendars, appointments, and deadlines for clients, coordinating meetings, conference calls, and events across multiple time zones.
- Handled correspondence and communications on behalf of clients, drafting emails, memos, and reports with accuracy and professionalism.
- Conducted internet research and market analysis to gather information, compile reports, and support decision-making processes for clients' projects and initiatives.
- Assisted with social media management, content scheduling, and engagement tracking for clients' online presence, enhancing brand visibility and audience engagement.

**GLOBAL TRANSFORMATION CONFERENCE** **April 2022 - September 2022**  
*Content Writer* *Nigeria*

- Create engaging and SEO-optimized content for various digital platforms, including website articles, blog posts, social media updates, email newsletters, and marketing collateral.
- Conduct research on industry trends, audience preferences, and keyword analysis to develop relevant and compelling content ideas that resonate with target audiences and drive organic traffic.
- Edit and proofread content for accuracy, clarity, grammar, and style adherence, maintaining high editorial standards and brand voice consistency.
- Monitor content performance metrics, such as page views, engagement, and conversion rates, using analytics tools to evaluate content effectiveness and optimize future content strategies.

**EKO FM**  
*Radio Broadcaster*

**April 2022 - September 2022**  
*Nigeria*

- Anchored and produced daily news programs, delivering accurate, engaging, and compelling content to viewers in a live broadcast environment.
- Conducted in-depth research and investigation to gather news stories, interview subjects, and develop story angles, ensuring journalistic integrity and adherence to ethical standards.
- Presented breaking news updates, live event coverage, and special reports, demonstrating versatility and adaptability in responding to evolving news situations.
- Collaborated with news producers, reporters, and technical staff to plan and execute news segments, coordinating logistics, scripts, and visuals to deliver seamless broadcasts.
- Interviewed newsmakers, experts, and community leaders on a wide range of topics, conducting thorough research and preparing insightful questions to elicit informative responses.

**VOICE FOR LADIES**  
*Content Writer*

**April 2022 - May 2022**  
*Nigeria*

- Conceptualized, researched, and produced engaging and empowering content tailored specifically for girl child including articles, features, interviews, and editorials.
- Collaborated with editors, illustrators, and photographers to create visually appealing and informative content that resonates with the target audience and adheres to brand guidelines.
- Conducted interviews with influential figures, experts, and role models to gather insights and perspectives for feature articles and profiles, amplifying diverse voices and experiences.
- Covered a wide range of topics relevant to girls' interests, including education, career development, self-esteem, body positivity, leadership, and social issues, with a focus on empowerment and inclusivity.

**THE EDGE PRINT MEDIA**  
*Newspaper Editor*

**March 2021 - June 2021**  
*Nigeria*

- Led editorial operations for The Edge Print Media, overseeing content creation, editing, and publication processes to ensure the production of high-quality, engaging, and timely news articles.
- Managed a team of journalists, writers, and freelancers, providing guidance, feedback, and editorial direction to maintain editorial standards and meet deadlines.
- Developed editorial calendars, assign story assignments, and conduct regular editorial meetings to brainstorm ideas, review pitches, and plan coverage across various beats and sections.
- Edited and proofread news articles, features, opinion pieces, and investigative reports for accuracy, clarity, and adherence to journalistic standards, including AP style guidelines.

- Collaborated with reporters and photographers to cover breaking news, events, and community stories, fostering strong relationships with sources and stakeholders.

## **SKILLS**

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**Hard Skills:** Brand identity development, Brand Positioning, Writing Skills, Research Skills, Search Engine Optimization, Video Editing, Content creation, Social media management, Business Writing, Data Analysis.

**Soft Skills:** Social media, Strategic thinking, Communication, Creativity, Client Relationship Management, Adaptability, Problem Solving, Collaboration, Time Management, Attention to details, Customer service.