**ALALADE, ENIOLA ABIGAIL**

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**PERSONAL PROFILE**

An Advertising and Public Relations graduate with a first-class BSc in Mass Communication. Passionate about the creative industry, with a special focus on aspects related to the marketing industry.

**EDUCATION**

**Babcock University, Ogun State, Nigeria** 

Bachelor of Science in Mass Communication - CGPA:**4.61/ 5.00** *September 2018- July 2022*

*Major*: Public Relations and Advertising

**EXPERIENCE**

**Explicit Communications Limited***Lagos State, Nigeria*

*Account Executive and Strategist (NYSC) December 2022 till date*

* Planning and executing marketing strategies to promote brands
* Undertaking comprehensive market research for clients’ brands
* Gathering market intelligence for clients
* Monitor clients’ ATL and BTL campaigns
* Prepare report of various clients’ engagements and sharing same with client
* Prepare contact reports for client meetings

**Explicit Communications Limited***Lagos State, Nigeria*

*Brand Management and Content Writing Intern                    May 2021 – August 2021*

* Co-scripted advertisements scripts for five different accounts across various media channels (newspaper, radio, billboards, and television)
* Provided support to the brand management by conducting research on client’s brands, competitive brands and consumer insights
* Sourced and negotiated with influencers and celebrities for marketing campaigns
* Monitored social media growth and account development
* Prepared and submitted contact report for client meetings

**LEADERSHIP EXPERIENCE**

* Organization: Babcock University Students’ Association

Position: Hall Senator (July 2020 – May 2022)

Position: Senate Scribe (June 2021 – May 2022)

Position: Chairperson of Socials Committee (June 2022 – May 2022)

**HONORS AND AWARDS**

* First Class Grade in Undergraduate Studies (2022)

Babcock University

* Babcock University Students’ Association Award of Excellence (2022)

Babcock University

**CERTIFICATIONS**

* Google Digital Skills for Africa (2021)
* New Horizons Microsoft Office Word, Excel 2016, EC-Council Customer Relationship Management (2022)

**PUBLISHED ARTICLES**

December 3oth, 2019 - Silence, An Abetting Culture (The Guardian Newspaper) - <https://guardian.ng/opinion/silence-an-abetting-culture/amp/>

**SKILLS & INTERESTS**

**Notable Skills:**

* Public speaking and presentation
* Data collection
* Research
* Communication
* Organization
* Media literacy and management
* Leadership

**Applications:**

* Microsoft Word
* PowerPoint
* Photoshop (skin retouching and color grading)
* Microsoft Excel

**Interests:**

* Volunteering
* Photography
* Writing

**LANGUAGES**

* Advanced English