Pelumi Olaniyi Abiara

Football Administrator, News reporter; News Editor

Ado Ekiti

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**PROFILE**

As a media personnel and football administrator, I possess an unwavering desire to continuously build capacity and apply my skills for the growth of an expanding organization or establishment. I have a strong sense of accountability and commitment, and take great satisfaction in a job well done, focused on learning new skills and staying updated with industry changes.

**EXPERIENCES**

**- Intern, Government House Correspondent, News Reporter and Editor**

*Voice 89.9FM, Ado Ekiti MARCH 2020 - PRESENT*

* Helped shape narrative on key issues through effective storytelling and knowledge of public opinion.
* Wrote and submitted accurate, engaging and fact-checked stories.
* Investigated key community concerns and produced well-received reports.

**- Media Officer, Cadet teams; JANUARY 2020 - JULY 2021**

**- Secretary JULY 2021- MAY 2023**

Ekiti State Football Association, Ado Ekiti

* Actively participated in the management of community-level football activities within Ekiti State.
* Provided technical assistance and resolved challenges to improve workplace efficiency.
* Cooperated with relevant stakeholders in planning, organizing, and promoting events in line with organizational goals.
* Developed social media campaigns and cultivated enduring partnerships with influential figures to enhance brand recognition.

**- Chief Operating Officer**  **DECEMBER 2020 - MAY 2023**

*Bet9ja Ekiti Football League*

* Collaborated with board members and the overseeing association to develop strategic initiatives aimed at achieving league objectives.
* Drafted annual fixtures for the league while working closely with relevant stakeholders to ensure event branding, planning, organization and promotion were executed flawlessly.
* Supervised media activations across various social media platforms, ensuring consistency in messaging and brand image.
* Worked collaboratively on drafting laws and regulations for approval by the league's governing body.

 **EDUCATION**

* **Bachelor of Science in Industrial Chemistry MARCH 2023**

*University of Benin, Benin City, Edo State*

**CERTIFICATIONS**

* **Sports Business Management Program** - Lagos Business School, Lagos State -  **2021**
* **Sports Marketing** - Northwestern University **2023**
* **Sport Sponsorship.Let them Play** - Universitat Autònoma de Barcelona **2023**
* **English for Journalism -** University of Pennsylvania   **2023**
* **The Business of Football** - Open University, United Kingdom **2021**

**OTHER EXPERIENCES**

Broadcasting Service of Ekiti State - Kid/Rookie Presenter and Child social commentator

**2011- 2013**

**SKILLS AND INTERESTS**

* Excellent management and administration skills
* Strong media reporting and editing skills
* Sports (reading, listening, watching); Photography; Traveling to new places