**Ifeoma Emeka**

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**COMMUNICATION SPECIALIST**

**PROFESSIONAL SKILLS**

* Exceptional written and verbal communication, Customer service, Strategic communication, Media relations, Content development, Stakeholder engagement, Corporate communication, Cross-functional collaboration, Digital marketing.

 Other Skills:

* Interpersonal skills, Creativity, Time management, Problem-Solving, Negotiation, Team collaboration, Attention to detail, Networking, Leadership, Coachability, Empathy, Cultural awareness.

**PROFESSIONAL EXPERIENCE**

**Research Analyst & Communication Specialist** Jan 2023 - Present

Freelance/Remote

* Streamlined communication processes by integrating qualitative research insights into strategic messaging, ensuring a cohesive and impactful narrative.
* Demonstrated versatility in translating complex qualitative data into actionable recommendations, fostering a more accessible understanding for diverse stakeholders.
* Improved collaboration by actively engaging with remote teams, contributing valuable insights that shaped both strategic initiatives and communication plans.
* Acted as a bridge between analytical findings and strategic communication efforts, achieving a seamless integration that enhanced overall team effectiveness and decision-making.

**Communication Officer (Asst.)** September 2022 - Dec 2023

Global Network of Emerging Leaders in Nation Building [GLEAN] Africa

* Consistently collaborated with the communication team supporting the development and execution of strategic communication initiatives, showcasing adaptability and a proactive approach.
* Successfully developed engaging content for various channels, including press releases, internal communications, and social media, enhancing the organization's online presence and brand image.
* Collaborated seamlessly with cross-functional teams, ensuring a harmonized approach to communication efforts and contributing to the successful implementation of integrated marketing campaigns.
* Actively participated in tracking and analyzing communication metrics, providing valuable insights that informed future strategies and demonstrating a commitment to data-driven decision-making.

**Editor/On Air Personality** Nov 2021 - Jul 2022

Ayoba Fm

* Collaborated effectively with producers and assistants to curate program content, ensuring alignment with program specialty, audience preferences, and public requests.
* Produced daily news bulletins, significantly contributing to content diversification and successfully increasing listenership numbers through engaging and relevant programming.
* Facilitated the training of new interns, demonstrating strong mentoring skills and actively engaging in content creation for enhanced listener engagement. Implemented creative giveaways to attract a broader audience, subsequently boosting opportunities for advertisements.
* Demonstrated proficiency as an On-Air Personality and Editor by combining effective collaboration with content creation strategies, resulting in a more engaging and popular radio program.

**On Air Personality/Editor (NYSC intern)** Dec 2020 - Nov 2021

Ayoba Fm

* Attended press conferences to gather relevant content for broadcast, demonstrating strong information gathering and journalistic skills that contributed to well-informed news coverage.
* Provided lively commentary and conducted engaging interviews at various events, parades, and conventions, showcasing effective communication and engagement abilities. This significantly enhanced the overall quality of on-air content.
* Coordinated with the production team to streamline the content creation process, ensuring timely and accurate coverage of events. This fostered a more efficient workflow and improved the overall quality of broadcasted material.

**EDUCATION**

**Bachelor of Science; Political Science** 2019

Federal University Lokoja, Kogi state.

**LICENSES & CERTIFICATIONS**

**Project management professional (PMP)** 2021

*International Institute of Project and Safety Management (IIPSM)*

**Human Resource Management Professional (HRMP)** 2021

*International Institute of Project and Safety Management (IIPSM)*