**MOULD ADELANA DAVID**

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## **Summary**

I’m an Experienced Communications Expert, multimedia personnel, Graphics Artist, Cameraman and Editor with an excellent track record of overseeing every aspect of news publishing from research especially sport news, news editing and distribution. Adept at planning and implementing strategic initiatives across PR, broadcast and digital marketing to attract the target audience. Versatile and proactive individual with interest in public relations, media management, and broadcast. Also a highly driven recent school graduate seeking a full-time position in a field where I can lend my knowledge of market analytics to help your organization improve profitability.

## **Experience**

**Unique College, IPAPO, Oyo State (NYSC) -**Computer Teacher & Administrator. **2022-2023**

Passed knowledge to the student and ensure they understand.

Trained the student on basic computer skills.

Improving their communication skill.

Involving the student in other activities such as: Debate and Sport.

**Sunrise.ng, LAGOS** – Online Reporter, Multimedia, content and social media manager. **Mar.** **2020-2021**

* Edits, writes and uploads content like news, articles, pictures and videos on social media.
* Ensures contents uploaded meet the requirements of SEO.
* Writes stories that inform, entertain and engage the target audiences through the use of metrics.
* Reports and delivers news, through stories and videos.
* Managed their Social media.

**SPORTINGLIFE LAGOS** – Online Reporter. **(Part Time Staff)**. **Apr. 2019 – Feb. 2020**

* Worked Online.
* Collaborated with cross-functional team members to develop compelling content for the target audience.
* Followed up leads for potential new stories.

**THE NATION NEWSPAPER, LAGOS** – Online/Multimedia Reporter. **(Intern)** **2017 – 2019**

* Manages the company’s social media platforms.
* Edits, writes and uploads content like news, articles, pictures and videos on social media.
* Ensures contents uploaded meet the requirements of SEO.
* Writes stories that inform, entertain and engage the target audiences through the use of metrics.
* Designs and maps out social media strategies to gain more traction from all social media platforms.
* Reaches out to news source via various channels to authenticate stories thereby creating beneficial relationships for the Organisation.
* Live Streaming on various Social Media using V-mix Software.
* Ensures topics and issues provide the depth and breadth of scrutiny and probing while addressing the issue raised.
* Reports and delivers news, through stories and videos.
* Uses metrics to inform story choices and shape beat strategies.
* Edits all stories to ensure authenticity and good grammatical structure.

**Achievements**

* Moved Alexa Ranking to 17 from 60 within 6 months.
* Increased The Nation Online website visit.
* Increased Facebook and Twitter followership.
* Enabled YouTube Channel monetisation by Google through the increase of the newspaper’s YouTube channel viewership and subscribers.

## **EDUCATION**

* **AUNTY NIKKY NURSERY AND PRIMARY SCHOOL, LAGOS** - First School Leaving Certificate (FSLC) **2007**
* **IFELODUN COSMPREHENSIVE HIGH SCHOOL, LAGOS** – WAEC/SSCE **2007– 2013**
* **YABA COLLEGE OF TECHNOLOGY, LAGOS -** OND MASS COMM. **2013 – 2017**
* **YABA COLLEGE OF TECHNOLOGY, LAGOS –** HND BOOK PUBLISHING **2019 – 2021**

## **TRAINING AND CERTIFICATION**

**National Youth Service Corps**

* Certificate of National Service  **17th – March -2023**

**Open Media Hub**

* Maximising Revenue in Print and Online Media

**E-marketing Institute**

* Online Marketing Fundamentals

## **Skill and Expertise**

* Digital Marketing.
* Graphics (Corel Draw, Photoshop, Canva).
* Social Media Management.
* Intermediate photography and videographer Skills.
* Live Streaming on Social Media (Vmix).
* Search Engine Optimisation (SEO).
* Google and Social Media Data Analytic.
* Website Management.
* Video Editing (Adobe Premier, Filmora and Mobile Applications).
* Communication Skills.
* Competitive Intelligence.
* Information Management.
* News Publishing and Editing.
* Journalism and Brand Management.
* Content Creation and Strategy.
* Problem-Solving Skills.

**REFERENCE**

**Lekan Otufodunrin**

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