

Daniel OrjiKalu, Communication Strategist

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LINKEDIN

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PROFILE

Multifaceted Media Maven: Experienced Expertise In Broadcasting, Communication Management, Podcasting, Design, And Product Management.

EMPLOYMENT HISTORY

Jun 2022 – Present

Head of Communications, Gentle Crypto

Remote

- Establish and manage relationships with key media contacts to determine optimal coverage of company initiatives.
- Oversee website copy and social media platforms.
- Build and strengthen relationships with members of media in order to promote positive coverage.
- Oversee preparation of marketing copy, images, videos, emails, and other collateral.
- Contribute to significant policy and corporate culture updates by writing internal manuals and memoranda.
- Develop media strategies to support product launches, increase public visibility and drive customer engagement.

Aug 2022 – Present

Social Media Manager, Addrax Hotel And Suites Aba

Remote

- Develop marketing content such as blogs, promotional materials, and advertisements for social media.
- Analyze and report social media and online marketing campaign results.
- Monitor online presence of company's brand to engage with users and strengthen customer relationships.
- Increase customer engagement through social media.
- Design and implemented social media strategies to align with business goals.
- Develop and implemented tracking systems to measure results of posts and campaigns.
- Increase brand awareness through development and implementation of successful public relations campaigns.

May 2022 – Aug 2022

Broadcast Intern, 96.9 Cool FM Kano

Kano

- Worked with sound engineers to strengthen audio and video quality during broadcasts.
- Adjusted controls on station console to regulate transmission fidelity.
- Developed strong organizational and communication skills through coursework and volunteer activities.
- Applied effective time management techniques to meet tight deadlines.
- Produced shows for at least an hour.
- Demonstrated a high level of initiative and creativity while tackling difficult tasks.
- Schedule social media posts.
- Wrote the weather report.
- Made flyer designs for social media.
- Helped to make video contents for Instagram and Tiktok.

Feb 2022 – Present

Digital Marketing Intern, Plutus Tech Solutions

Remote

- Drafted weekly e-newsletters to subscribers and set up campaigns in MailChimp.

Nov 2020 – Present

Podcast Host, Deelaw Podcast

Remote

- Research, Record, and Edit New podcasts using Adobe audition.
- Schedule posts for Instagram.
- Design posts and flyers using Photoshop.
- Schedule interviews with guests.
- Make audiograms for each episodes.

Apr 2019 – Sep 2021	Head of Marketing Department, Transparency Media	Nsukka
	<ul style="list-style-type: none"> •Oversaw development of traditional and social media marketing campaigns to drive sales and customer engagement. •Leveraged YouTube and other viral marketing tools and channels to generate buzz. •Created Advertisement Content. •Screened talents to be used for the advertisement. •Ensured that my team members are being productive in handling the social media pages. •Ensured that the advertisement gets to the right audience. •Managed branding campaigns and event marketing initiatives in print, video, web and social media. 	
Feb 2019 – Dec 2022	Radio Co-Host, 91.1 Lion FM	Nsukka
	<ul style="list-style-type: none"> •Operated studio sound boards, desks and playout software for slick, professional broadcasts. •Hosted music, news and entertainment segments for well-rounded radio shows. •Produced creative radio segments focused on music, current events and lifestyle topics. •Announced ads, song switches and breaking news segments for radio broadcasts. •Researched topics for comment and discussion. •Interviewed show guests and moderated discussions. •Answered listener calls regarding song requests, giveaways and commentary. •Announced station programming information, schedules and station breaks. 	
Jan 2018 – Jul 2019	News Writer, Opera Mini News Hub	Remote
	<ul style="list-style-type: none"> •Wrote and published articles. •Monitored breaking news for information on incidents, events, and topics of interest to quickly report on. 	

EDUCATION

Oct 2018	B.A Mass Communication, University of Nigeria, Nsukka.	Nsukka
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COURSES

Aug 2019	Career Impact & Business Intelligence, Guardian Impact	
Aug 2019	Public Speaking Master Class, Guardian Impact	
Dec 2021	Certificate of Completion Introduction to Social Media Marketing , Great Learning LinkedIn	
Feb 2022	Certificate of Completion - Email Marketing, Great Learning LinkedIn	
Aug 2022	Visual Elements of User Interface Design , Coursera	
Mar 2023	Product Management Certification Course, aptLearn	

LANGUAGES

English	Highly proficient	Igbo	Very good command
Hausa	Very good command		