

VICTOR WILLIAMS
Amuwo Odofin, Lagos
+(234) 08110245903 | victorwilliamsikenna@gmail.com
Portfolio | [Victor Williams Ikenna Portfolio](#)

A friendly, responsive, and well-presented Media Communication Strategist, Copywriter, and Content Manager with over 3 years in the Media and Communication industry; driven by a passion for developing and executing creative content to fulfill visions in the marketing industry. Passionate communicator and writer, skilled at matching consumer behavior with all-round media content development

SKILLS

Content/Copy writing
Content Management
Social media marketing
Phonography
Voicing/Presenting
Script writing
Creative Directing

WORK EXPERIENCE

CONTENT/COPYWRITER

Freelance Writer for Top Nigerian Brands.
March 2021 - Present

InDriver

- Worked on a campaign Ad script, aimed at creating top-of-mind awareness, and position InDrive as a viable platform for transportation activities. Also to drive market penetration for InDrive and spike up audience interest for the company. The script was performed by a group of social media Influencers called 'The Geng'.

Stanbic IBTC Insurance Limited

- Worked on Ad script for Stanbic IBTC Insurance Limited, which focused on a section of the company's insurance offers. The Ad was mainly directed at the Stanbic IBTC Mortgage Protection Assurance, with the aim of creating awareness to the company's target audience on what the mortgage assurance entails, and the benefits that come with it. The Ad was

written and shot in a storytelling format, and performed by Social media influencer, *Jerry Chuks*, popularly identified as *Softmadeit*.

Octa-FX

- Wrote an engaging Ad for the online bitcoin trading app, centering on a \$5,000 giveaway announcement to various consistent audiences of the company. The Ad was performed by EU Africa Ambassador and Social media content creator, Enioluwa Adeoluwa, and posted on his Social media platforms (Instagram and TikTok).

CNBC AFRICA

Global Business and Finance Media Station

Junior Producer, West Africa Bureau

July 2021 – October 2021

- Write press releases and online publications for the company's website
- Curate pieces and stories for online publication, coordinating images and layout to ensure proper presentation
- Write daily West African stories and news updates for Power Launch West Africa and Closing Bell West Africa.
- Conduct interviews with up-and-coming entrepreneurs on topical business-related issues
- Write and create special reports and packs for broadcast. Such as; e-Naira and its effect on the un-banked Nigerians.

BRIDE TELEVISION

Religious Niche Media Station

Show Production Assistant

July 2019 – October 2020

- Develop presenter's script for live shows.
- Assist in overseeing of live show run-downs for the week.
- Work with team members to plan and execute communication strategy across all online channels.
- Deliver exceptional customer service by responding to inquiries from online audience.

VOLUNTEER EXPERIENCE

CLUB 200

Non-Governmental Organization aimed at educating an empowering underprivileged Nigerian Youths

Member

2018 - Present

- Spoke to school children and parents on the need for early child education.
- Worked alongside other members to sponsor indigent youths to tertiary institutions.
- Organized fundraising campaigns for the club. (Donations goes directly to underprivileged school children and youths in Nigeria).

EDUCATION

CALEB UNIVERSITY, IMOTA, LAGOS STATE.

Qualification: B.Sc, Mass Communication. (Sequentialized in Broadcasting). 2018 - 2022

CERTIFICATES AND AWARDS

- Best Debater, COSOMAS Inter-Departmental Debate Competition 2018 - 2019, Caleb University, Lagos.
- Nominee, Best Male Writer category, Icon Awards 2020.
- Winner, Content Creator of the Year, ASCOM Awards, 2022.

SOFTWARE

Adobe Premiere Rush

Adobe Photoshop Express

Adobe Lightroom

Microsoft Office

Microsoft Excel

Microsoft Power Point

Canva.