

**CHIKELUBA, ROMANUS IZUCHUKWU**  
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### **Objective Statement**

Results-driven media professional seeking a challenging role as a Media Manager. Leveraging expertise in media planning, content creation, and campaign optimization to enhance brand visibility, drive engagement, and maximize ROI. Committed to staying at the forefront of emerging trends to deliver measurable results and contribute to the success of an organization.

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### **Education**

**Nnamdi Azikiwe University, Awka, Anambra State, Nigeria. May 2021**  
Bachelor of Science, Sociology and Anthropology (Second Class Upper Division)

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### **Work Experience**

#### **New Media Influencer**

##### **Office of Senator Dr. Patrick Ifeanyi Ubah January 2020 – Present**

- Created and implemented strategic new media campaigns to promote Senator Dr. Patrick Ifeanyi Ubah's political agenda, initiatives, and achievements.
- Developed engaging content across various social media platforms, including Facebook, Twitter, Instagram, and YouTube, to increase the senator's online presence and reach a broader audience.
- Managed and grew social media accounts, consistently increasing followers, engagement, and brand awareness.
- Collaborated with the senator and his team to identify key messages and create compelling content that resonated with the target audience.
- Monitored online conversations and trends related to the senator and important political issues, responding promptly to comments and inquiries to maintain a positive online reputation.

#### **Media Manager**

##### **PKT Properties Abuja January 2022 – Present**

- Developed and implemented comprehensive media strategies to enhance the brand presence and visibility of PKT Properties within the real estate industry.
- Managed all aspects of media planning, including online and offline advertising, social media campaigns, and media partnerships, to drive lead generation and increase brand awareness.
- Created and curated engaging and informative content for various media channels, including website, blog, social media platforms, and email newsletters, to engage target audiences and promote PKT Properties' offerings.
- Analyzed media performance and campaign effectiveness using tools such as Google Analytics and social media insights, providing regular reports and actionable recommendations to optimize media

#### **Student Intern/NYSC Corp member,**

##### **Senate Committee on Appropriation, National Assembly Nigeria. March 2022- March 2023**

- Participated in the planning and execution of public hearings, committee meetings, and plenary sessions.

- Collaborated with other interns and staff members to analyze data and provide recommendations on policy issues.
- Coordinated with stakeholders, including NGOs, civil society groups, and government agencies, to gather information and feedback on proposed legislation.

### **School Teacher**

#### **Saint Anthony's Catholic Comprehensive Institute, Agulu. January 2014 - December 2016**

- Successfully taught Government for class five and six and Commerce for class two and three, and also held the position of form teacher for class two
  - Assumed responsibility for the overall wellbeing of students in my class, including monitoring their moral and daily activities, taking class attendance, and computing the class results and performance at end of the term.
  - Developed and implemented lesson plans, class activities, and assessments that catered to the diverse learning needs of the students
  - Fostered a positive and inclusive classroom environment that encouraged student participation, collaboration, and critical thinking
  - Worked closely with fellow teachers and school administrators to ensure a consistent and effective curriculum delivery and student support
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### **Community Engagement and Volunteering**

#### **National Youth Service Corps (NYSC) Member, March 2022 – March 2023**

- Participated in community development projects and initiatives aimed at promoting social welfare and empowerment.

#### **Ad-hoc Staff, Independent National Electoral Commission (INEC), October 2018 – February 2023**

- Assisted in conducting free and fair elections by fulfilling various roles and responsibilities within the commission.

#### **Lead Strategist, Youth Advocate for Peace, Justice and Empowerment Network, August 2019 – October 2022**

- Spearheaded strategic initiatives and campaigns focused on promoting peace, justice, and empowerment among youth.
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### **Awards and Honour**

#### **Awards of Leadership, Department of Sociology and Anthropology, Nnamdi Azikiwe University (2021)**

- Recognized for outstanding leadership performance and significant contributions to the department.
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### **Trainings/Seminars/Conferences/Workshops Attended.**

- UNILAG 2020 Sociology Annual Lecture Conference. Nigeria's Data Challenge, University of Lagos Nigeria 17-18 June 2020
  - Optimizing and Achieving Nigeria's Socio-Economic Development: Prospects, Opportunities and Challenges., University of Lagos, Nigeria. June 22-23, 2022.
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### **Membership of Professional Bodies**

- Nigerian Anthropological and Sociological Practitioners Association 2021- Present
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**Skills**

- Research and Analysis
- Statistical Analysis
- Writing and Communication
- Teaching and instruction
- Adaptability and Flexibility
- Organization and Time Management
- Problem-Solving and Critical Thinking
- Interpersonal Skills
- Attention to Detail
- Self-Motivated and Proactive
- Ethical Conduct
- Technology Proficiency
- Teamwork and Collaboration

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**Language(s)**

- English: National Language (Speaking, Reading and Writing)
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