

## OLAMIJI AWOSANYA

Ipaja, Lagos

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Portfolio | [olamijiawosanyaportfolio](#)

Graduate from Caleb University with theoretical media planning experience, promoting brands and products to businesses and consumers looking for possibilities to create and implement innovative content to realize goals for the marketing sector.

### SKILLS

- Brand strategy
- Content strategy
- Media marketing
- Media planning
- People Skills
- Presenting
- Social media marketing

### EXPERIENCE

#### **Direct Broadband and Mobile Limited**

*Employee*

*January, 2023 till Date*

#### **Customer Retention**

- Worked with a team to ensure that customers continually subscribed to the services of the company which existed as Internet Service Provider, and where necessary reconnected customers who had stopped subscription.
- Monitored monthly subscription of customers.
- Reached out and related to customers who had stopped subscription to the company's services for the month, and brought them backed on board.
- Sourced out issues if any, that hindered a customer from subscribing, and reallocated same to be dealt with the technical team.
- Brought back over 50% customers who had stopped subscription to the company's services

#### **Customer Care Representative**

- Works with a team that relate with customers on a daily basis.
- Reconnects customers whenever they pay their subscription.

- Relates with customers to find out issues they are having with operating their subscribed account and offered creative temporary solutions while relevant departments responded to the issue.
- Works with relevant departments to fix customers' issues with their subscribed account.
- Assures customers where the need arises and ensures their constant subscription.

## **VIRTUAL MEDIA NETWORK**

### **Ten Channels ~ Area Ten, Orisun Tv, Isi mbido Tv**

*Intern*

*July 2021 – October 2021*

- Conducted various interviews with prominent media personalities, and vox pops which were used as visual reports for the channel's live shows.
- Assisted the brand manager in planning daily tasks, generate brand performance reports and supported with advertising proposal ideas.
- Assisted in overseeing live show run-downs for the week.
- Worked with team members to distribute information and content as regards live broadcasts using the new media platforms such as social media, blogs, websites, email, and online forums.
- Wrote top daily information to be posted on new media platforms.
- Brought on board creative ideas to ensure more viewership.

## **AYOBO IPAJA LCDA**

*Intern*

*July 2019 – October 2019*

- Wrote report and online publications for the local government.
- Curated pieces and stories for online publication, coordinating images and layout to ensure proper presentation
- Conducted interviews with stakeholders regarding business-related issues.

## **VOLUNTEER EXPERIENCE**

### **CLUB 200**

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

*Member*

*2018 - 2022*

- 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).
- Worked alongside other members to plan and organize outreaches and campaigns to primary and secondary schools.

## **HEBRON MEGA NURSERY AND PRIMARY SCHOOL**

*Member*

*2017 - 2023*

- Volunteered to teach at the school.
- Helped the kids build their self-esteem.
- Became a member of the debate and press clubs, where the children were taught everything they needed to know about the organizations and competitions were held.
- Was a member of the social media team that managed live recordings, photographs, and videos of significant events at the school.
- Developed top-class, engaging and educational relatable media contents for the school's media.
- Developed workable plan to increase good PR for the school.
- Participated in the school's extracurricular activities.

## **EDUCATION**

### **CALEB UNIVERSITY, IMOTA, LAGOS.**

Graduated from Caleb University, majored in Public Relations and Advertising, and minoring in Broadcast, in the department of Mass Communication, with a GPA of 4.18.

## **CERTIFICATION**

- Certificate in Microsoft office word
- Certificate in Digital Marketing

## **SOFTWARE**

Microsoft Office

Microsoft Power Point

Microsoft Excel.