



Amarachukwu Ogbonnaya

Communications Officer



Contact

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Professional Summary

- Versatile Content Writer proficient in researching, writing and editing diverse content. Works with minimal input to produce engaging, authoritative and error-free work. Autonomous yet communicative with 5-year history of superior performance in remote environments.



Work History

2019-01 -
Current

Content Writer

Charisol Tech Lagos, Yaba, LAGOS

- Content Creation Data Entry Daily Independent Newspaper Lagos.
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Completed thorough research into assigned topics.
- Managed competing deadlines with efficiency.
- Evaluated project requirements and content standards for each project in order to produce copy in line with creative structure.
- Used copyscape to write and submit error-free copy.
- Reviewed and edited final copy for accuracy and oversaw all phases of production.
- Played instrumental role in creative planning and review sessions, working with resourceful team to elevate quality of content and designs.
- Collaborated with creative director and copywriting team in completing all phases of client projects from planning to on-time



Skills

Social Media

●●●●●
Excellent

Teamwork / Collaboration

●●●●●
Excellent

Project Management

●●●●●
Excellent

LinkedIn

●●●●●
Excellent

Grant Writing

●●●●●
Excellent

Journalism

●●●●●
Excellent

Customer Service

2018-03 -
Current

completion of quality deliverables.

- Customized brand message to reach and capture target audience interest and drive engagement.
- Created high-impact messaging for all marketing media, contributing to increases in revenues and market share of over 50%.
- Produced original, creative content for promotional advertisements and marketing materials.
- Provided editorial guidance to other departments, including marketing team devoted to delivery of top-quality content.
- Developed team communications and information for online meetings.

Online News Editor

The Waka Waka Diary Remote, Gwarinpa, FCT-Abuja

- Interview sources and developed relationships with informants to obtain vital information for stories.
- Provide concise and constructive editorial feedback to writers by proofreading before publication
- Provide concise and constructive editorial feedback to writers by editing.
- Support design team by helping develop layouts and collaborating with production professionals to create online publication.
- Develop team communications and information for online meetings.
- Conduct editorial meetings with staff members to collaborate and review proposed publication suggestions.
- Pitch content strategies and managed web asset acquisition.
- Lead team of 5 staff writers in production of content for daily website.
- Monitor breaking news for information on incidents, events and topics of interest to quickly assign coverage to staff.
- Coordinate travel content and topics with editor

●●●●●
Excellent

Technical Writing/Editing
●●●●●
Excellent

Content Development
●●●●●
Excellent

Articulate communications
●●●●●
Excellent

News writing
●●●●●
Excellent

Brand messaging
●●●●●
Excellent

Languages

English
●●●●●

Igbo
●●●●●

and chief.

- Saved \$500 by implementing cost-saving initiatives that addressed long-standing problems.
- Proofread, edit, and evaluate final copy to verify content aligned with established guidelines.
- Seek out stories by pursuing other news organizations information periodically and either assign or write stories according to strict timelines.

2018-01 -
2019-12

● Advertising Sales Representative

Daily Independent Newspaper, Ogba, Lagos

- Sold non-traditional advertising in niche publications, commercial publications, digital platforms, and direct mail formats.
- Generated \$50000 in sales during 2018 to surpass quota by 50%.
- Developed strong relationships with advertisers and negotiated pricing following established procedures.
- Used consultative sales techniques to pinpoint customers' advertising needs and close on short-term and long-term sales contracts.
- Developed sales leads and uncovered new business opportunities through prospecting and cold calling.
- Played key role in achieving and maintaining top client satisfaction and retention by ensuring accuracy of ads and listings.
- Conducted market research to attract clients in new territories.
- Helped customers in determining design and layout of sold and spec ads.
- Built strong client relationships and provided high value-adding services, resulting in 30% company market share increase.
- Reinvented team interaction with prospective clients by developing innovative and creative sales pitch implemented into sales team strategy.
- Listened attentively to client feedback and worked with product development team to introduce revolutionary service expected to generate \$50000 in revenues.

2017-01 -
2018-12

● Advertising Sales Representative

West Africa Business News Lagos, Ikeja, Lagos

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publications, commercial publications, digital platforms, and direct mail formats.

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- Used consultative sales techniques to pinpoint customers' advertising needs and close on short-term and long-term sales contracts.
- Played key role in achieving and maintaining top client satisfaction and retention by ensuring accuracy of ads and listings.
- Conducted market research to attract clients in new territories.
- Created and presented media and advertising packages to prospective customers.
- Developed strong relationships with advertisers and negotiated pricing following established procedures.
- Planned client relationship cultivation events to promote growth, resulting in expansion of clientele base by 50%.
- Reinvented team interaction with prospective clients by developing innovative and creative sales pitch implemented into sales team strategy.
- Delivered exemplary service to potential clients in online and print newspaper advertising services.
- Identified and qualified customer needs, developed sales strategies and negotiated and closes profitable projects with 70% success rate.
- Serviced and managed over \$50000 in accounts for brand advertisers and ad agencies.

2016-01 -
2017-08

Online News Editor

Seigneur Consults Media Abuja, Lokogoma, FCT-Abuja

- Conceptualized, pitched, assigned and monitored stories from origination to publication.
- Conducted editorial meetings with staff members to collaborate and review proposed publication suggestions.
- Planned for coverage of large events by assigning reporters and photographers.
- Developed team communications and

information for on-site meetings.

- Devoted special emphasis to punctuality and worked to maintain outstanding attendance record, consistently arriving to work ready to start immediately.
- Delegated and tracked each staff member's assignments and deadlines.
- Reported to Editor-In-Chief about news articles for print, daily staff happenings and creation of company newsletter.
- Interviewed sources and developed relationships with informants to obtain vital information for stories.
- Monitored social media and online sources for industry trends.
- Drove operational improvements which resulted in savings and improved profit margins.
- Provided concise and constructive editorial feedback to writers
- Maintained excellent attendance record, consistently arriving to work on time.
- Worked with graphic artists, post-production team members and other specialists to produce captivating and successful content.
- Proofread, edited, and evaluated final copy to verify content aligned with established guidelines.
- Sought out stories by pursuing other news organizations information periodically and either assigned or wrote stories according to strict timelines.
- Monitored breaking news for information on incidents, events and topics of interest to quickly assign coverage to staff.
- Oversaw team of 5 reporters, online news editor and support staff when creating online content each month.

2015-12 -
2016-11

Communications Intern

OFFICE OF THE WIFE OF THE GOVERNOR - CROSS RIVER STATE, Calabar, CR

- Worked with marketing department on branding strategies.

- Informed supervisors and company leaders on markets and regional sales needs to best meet customer needs and maximize revenue.
- Prepared social media posts and videos with eye for viral content strategies.
- Exceeded sales goals 50% by effectively applying analyzed data to marketing campaigns and sharing data inter departmentally.
- Maximized advertising efforts by developing content for media relations, corporate communications and social media posts.
- Developed strong professional relationships by interacting and communicating effectively with wide variety of colleagues and external contacts.
- Applied knowledge and understanding of communications principles when assisting team on communications and advocacy.
- Collected consumer behavior data using various research methods to broaden results and optimize marketing strategies.
- Provided administrative support to senior team members.
- Built media kits in support of specific strategic initiatives.
- Drafted internal memorandum for company employees.
- Coordinated with social media, public relations and other teams to execute product introductions.
- Planned and executed events and marketing programs, producing over 20 times goal of qualified leads.
- Implemented updated news procedures to rectify issues in data collection and analysis, resulting in advocacy
- Wrote and distributed press releases for company and clients.
- Conducted consumer research to analyze respondents communications.

2015-09 -
2017-10

● **Programme Officer**

Mediatrix Development Foundation, Calabar, Cross

River

- Monitored social media and online sources for industry trends.
- Drove operational improvements which resulted in savings and improved profit margins.
- Handled 20 calls per month to address customer inquiries and concerns.
- Resolved various problems, improved operations and provided exceptional client support.
- Devoted special emphasis to punctuality and worked to maintain outstanding attendance record, consistently arriving to work ready to start immediately.
- Developed team communications and information for onsite meetings.
- Maintained excellent attendance record, consistently arriving to work on time.
- Led programs team in delivery of NGO project, resulting in excellence.

2015-12 -
2016-10

Graduate Intern

Office Of The Wife Of The Governor, Calabar, Cross River

- Supported department members with administrative, research and academic assistance.
- Prepared materials for reports, presentations and submission to peer-reviewed journal publications.
- Provided comprehensive research assistance and support when designing and executing experiments.
- Restocked office supplies and retrieved files for staff.
- Completed clerical tasks such as filing, copying and distributing mail.
- Delivered expert clerical support by efficiently handling wide range of routine and special requirements.
- Enhanced collaboration between team members by preparing meeting materials and taking clear notes to distribute to stakeholders.
- Worked closely with programs director to

reorganize office supplies and increase productivity.

- Kept physical files and digitized records organized for easy updating and retrieval by authorized team members.
- Sorted and organized materials such as physical files, tracking spreadsheets and reports.
- Answered incoming telephone calls, took down messages and provided information.
- Organized company files and created support system to decrease workload and increase productivity of account managers.
- Maximized productivity by analyzing protocols and identifying areas for improvement.
- Helped with administrative support, including managing incoming calls, coordinating files and sorting mail.
- Upheld office schedule and calendar to coordinate workflow and meetings.
- Reviewed existing codes on company websites and corrected malfunctioning or outdated sections.
- Represented company at health trade shows and had direct interaction with consumers.
- Created and maintained electronic filing system and transferred paper files to new system, reducing office costs 50%.



Education

2017-01 -
2018-01

- **Postgraduate Diploma: Mass Communications**

Nigerian Institute Of Journalism - Nigeria

- Graduated in Top 70% of Class
- Thesis: **PRACTITIONERS OPINION ON THE ISSUES OF JOURNALISM IN NIGERIA**
- Graduated magna cum laude in broadcast journalism from Nigeria Institute of Journalism, Lagos.
- Graduated with Distinction GPA

2011-01 -
2015-01

Bachelor of Arts: Christian Studies

University Of Ilorin - Nigeria

Second Class Honors)

- Graduated cum laude in Religion from University of Ilorin
- Graduated with Second class Degree
- Elected to Director of Membership Growth for Junior Chamber International in 2013.
- Majored in Christian Studies
- Professional development completed in Project Management
- Graduated in Top 50% of Class

2004-01 -
2009-01

First School Leaving Certificate

HopeBay College - Lagos, Nigeria

1996-01 -
2003-01

First School Leaving Certificate

Mother of Perpetual Help School - Alaba, Lagos State.



Certifications

2020-06

Diploma in Social Media Management

2019-09

Photo Storytelling Master class (September 2019)

2019-08

Advanced writing Master class (August 2019)

2016-11

Certificate of National Service (NYSC 2015-2016)

2020-11

Certificate of Commendation- (NYSC 2016)

2016-09

Customer's Care Service - (Konsult Dynamique) (2016)

2016-08

Skill Acquisition Programme--(Peni Nigeria) (2016)

2015-08

Skills Acquisition Program - (Charis Foundation) (2015)

2015-09

Fashion Designing - (Akanbi Clothings) (2015)

- 2014-10 ● Leadership Training Course - (JCI Nigeria) (2014)
- 2011-07 ● Desktop Publishing - (Ebulu Training Centre) (2011)
- 2008-08 ● Citizenship & Leadership Training - (C & L Training Centre) (2008)
- 2016-08 ● Project Management Professional (PMP)



Accomplishments

- Used Microsoft Excel to develop inventory tracking spreadsheets.
- Supervised team of 10 staff members.
- Collaborated with team of 10 in the development of media projects.



Interests

- Volunteering, children, media, youth development, governance, mother and child mortality