

PHIDELIA IMIEGHA

COMMUNICATIONS, MEDIA AND PUBLIC RELATIONS STRATEGIST



CONTACT INFORMATION

 phideliaimiegha@gmail.com

 LinkedIn: Phidelia Imiegha

www.phideliaimiegha.com

+234 816 708 7629

WORK EXPERIENCE

CONTENT AND COMMUNICATIONS OFFICER
THE INITIATIVE FOR EQUAL RIGHTS
(OCT 18 - DATE)

- Creating communications and campaigns aimed at changing behaviours and influencing social attitudes and perceptions towards sexual minorities.
- Managing all Communications and Public Relations for the organisation and its projects
- Creating, Curating, and Managing multimedia content including documentaries, web series, a talk show, blogs, newsletters, books, videos and more
- Organising and co-ordinating press releases, briefings and conferences; setting up and maintaining strategic press partnerships.

SPECIALIZATIONS AND SKILLS

- Research
- Content Strategy
- Digital Marketing
- Media Production
- Writing and Editing
- Amateur Graphic Design
- Public and Press Relations
- Social Media Management
- Event Planning and Management
- Newsletter and Web Management
- Brand and Reputation Management

ASSOCIATE, MARKETING AND CORPORATE COMMUNICATIONS

VFD GROUP PLC (MAY 2017 - OCT 2018)

- Content creation and periodic update of all media platforms including the websites and social media for VFD Group and its subsidiaries
- Design and execution of marketing promotions and social media campaigns
- Development and execution of comprehensive marketing communication plans to meet the organisation's strategic plans and financial and non-financial goals
- Online Reputation Management for the top management (C-Level Executives) of VFD Group and its subsidiaries
- Collaboration with specialists to develop and produce multimedia content for external and internal communications

VOLUNTEER EXPERIENCE

WOMEN WILL LEKKI (JAN 2020 - DATE)

A GROW WITH GOOGLE INITIATIVE COMMUNICATIONS LEAD

- Management of social media platforms and newsletter including graphic design and content creation

EDITORIAL CDS GROUP, NYSC

OYO STATE (MAR 2016 - APR 2017)

FEATURES EDITOR

- Content creation and Social Media Management (Orientation Broadcasting Service), NYSC Orientation Camp
- Sourced, curated and edited features for The Periscope - A Bi-monthly edition of the NYSC Oyo State newsletter as well as OYOKOPA - The Bi (or tri) Annual Photo Album Magazine which was published at the end of every service year

JUNIOR PRESS OFFICER

OYO STATE MINISTRY OF YOUTH & SPORTS (APR 2016 - MAY 2017)

- Creation of social media platforms for the Ministry of Youth and Sports, and the Commissioner for Youth and Sports
- Creation of content for, and dissemination of information through social media platforms of the Ministry of Youth and Sports, and the Commissioner for Youth and Sports, Oyo State
- Drafting and publishing of press reports and press releases on behalf of the Ministry with local press outlets

EDUCATIONAL BACKGROUND

BENSON IDAHOSA UNIVERSITY

B.A INTERNATIONAL STUDIES AND DIPLOMACY (2011 - 2015)

CERTIFICATIONS AND TRAININGS

- Professional Training in Digital Marketing (Wild Fusions Digital Centre)
- Ake Arts and Book Festival Fiction Writing Workshop (Nov 2016)
- Farafina Trust Creative Writing Workshop (Jun 2015)