

PHIDELIA OYEME IMIEGHA

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PROFILE

Experienced and skilled communications and media strategist passionate about using storytelling, messaging and the media to influence behaviors and outcomes, and achieve advocacy goals for women and sexual/gender minority groups. With over 5 years of experience in communications, content production, public relations and advocacy campaigning, I'm currently the Communications Officer at Initiative Sankofa D'afrique de L'ouest (ISDAO). I have a track record of leading successful communication campaigns, growing digital platforms and creating and producing outstanding content.

WORK EXPERIENCE

COMMUNICATION OFFICER

INITIATIVE SANKOFA D'AFRIQUE DE L'OUEST (ISDAO) • (MAY 2021 - PRESENT)

Key Responsibilities

- Implementing ISDAO's communication strategy, framework and policies
- Writing, curating, editing and producing journals, reports and other publications
- Driving the principle of linguistic justice at ISDAO and ensuring that all communication is bilingual

DIRECTOR OF ADVOCACY (PREVIOUSLY CONTENT AND COMMUNICATIONS MANAGER)

THE INITIATIVE FOR EQUAL RIGHTS • (OCT 2018 – APRIL 2021)

Key Responsibilities

- Created advocacy communications and campaigns aimed at influencing policies, laws and social and behaviour change specifically with regards to minority groups in Nigeria.
- Created, designed, curated, and produced multimedia content including graphics, documentaries, web series, talk shows, blogs, reports, podcasts, newsletters, books and videos, and adapted them for multiple platforms including YouTube, social media, radio and TV.
- Planned and executed strategic media and communications programmes, campaigns and projects including press releases, briefings and conferences, symposia, trainings and events.
- Advocacy engagement and programme management including planning, budgeting, execution and reporting at local, national, regional and international levels.

Key Achievements

- I was awarded Employee of the Year for 2020
- I grew the digital pages of the organisation – As of December 2020, Twitter by 4000+ followers, Instagram by 2000+ followers and Youtube by 4500+ subscribers.
- I planned and executed successful campaigns that led to significant change such as the #AcquitThe57 campaign which led to the striking out of a landmark case – the Egbeda 57 case.
- I led the production of advocacy and human rights content including 20 talk show episodes, 24 radio episodes, 2 documentaries, 1 podcast, 5 research reports, 4 mini documentaries and more.

**MARKETING AND CORPORATE COMMUNICATIONS ASSOCIATE
VFD GROUP PLC • LAGOS STATE (MAY 2017 – OCT 2018)**

Key Responsibilities

- Created content and ensured the periodic update of all media platforms including the websites, blogs and social media pages for VFD Group and its subsidiaries.
- Created and executed promotions and social media advertisement campaigns including recruitment campaigns, product launches and go-to-market campaigns along with my team.
- Participated in the development and execution of comprehensive marketing communication plans that supported the strategic plans and met the organization's financial and non-financial goals.

Key Achievements

- Within 16 months, I was promoted thrice, one of the fastest upward trajectories in the company.
- In 2018, I led two successful campaigns – A recruitment campaign for the Executive Management Trainee Programme and a capital raise campaign for the VFD Group Debt Note.

CORE SKILLS

Creative Writing and Editing • Project Management • Graphic Design • Communications Strategy • Media Production • Programme Design • Public and Press Relations Management • Social Media Management • Advocacy Campaign • Research • Digital Marketing • Event Planning • Training Facilitation • Leadership • Producing Excellent Work with Minimal Supervision •

EDUCATION

Benson Idahosa University • Bachelor of Arts (B. A) In International Studies and Diplomacy (2015)
Greater Tomorrow Secondary School • (2011)

CERTIFICATIONS AND TRAININGS

- **Training on Strategic Advocacy and Litigation for LGBTI Human Rights Defenders** (Centre for Human Rights, University of Pretoria, October 2020)
- **Training on Communications and Campaigning for Advocacy** (Partnership to Inspire, Transform and Connect the HIV Response – PITCH, January 2020)
- **Professional Diploma in Digital Marketing** (Digital Marketing Institute of Ireland, July 2018)
- **Farafina Trust Creative Writing Workshop** (Chimamanda Ngozi Adichie, June 2015)

VOLUNTEER EXPERIENCE

GOOGLE WOMEN WILL (LEKKI CHAPTER) • COMMUNICATIONS LEAD • JAN – DEC 2020

- Managed the organization's social media platforms – designing graphics and copywriting content.
- Co-ordinated four virtual workshops held in 2020.
- Grew the Instagram page by 800 followers in a year.

OUTRIGHT ACTION INTERNATIONAL • ADVOCACY WEEK ENVOY • DEC 2019

- Participated as an envoy at Outright Action International's 2019 Advocacy Week, meeting with representatives from UN agencies and State missions to the UN in New York along with other activists from over 40 countries. Some of the meetings I attended were at the United Nations Office of the High Commissioner, the United Nations Population Fund, UN Women, The Delegation of the European Union to the UN, The United States Mission to the United Nations, UNDP, Equal Rights Coalition, UNICEF, The permanent delegation of the Commonwealth to the UN and the UN LGBTI core group.