

[Ndeti David felix]

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Professional Summary

**Creative and results-driven
Mass Communication and
Media Relations graduate with
proven experience in content
creation, digital media strategy,
and community engagement.
Adept at leveraging
communication skills to craft**

compelling brand stories,
manage social media
campaigns, and foster
meaningful online interactions.
Recognized for leadership as
Vice President of Department
and active participation as a
**member of the major final-year
planning committee,**
showcasing strong
organizational, teamwork, and
problem-solving abilities.
Seeking to bring innovation,
passion, and measurable
results as a **Social Media**

Marketing Specialist.

Core Skills

- Social Media Strategy & Campaigns (Facebook, Instagram, TikTok, LinkedIn, X)
- Content Creation (Graphics, Videos, Copywriting, Captions, Stories)
- Media Relations & Brand Communication

- Analytics & Campaign Optimization
- Trend Research & Competitor Analysis
- Community Management & Engagement
- Leadership & Team Collaboration
- Email & Digital Marketing Integration

Education

Bachelor of Arts in Mass Communication & Media Relations

[Benson Idahosa University],
[Benin City], [2025]

- Vice President, Department of Mass Communication
- Member, Final-Year Planning Committee

Relevant Experience

Freelance / Internship – Social Media & Communications

[lwo tv] | [2023/2024]

- Developed and executed engaging social media content that increased audience reach and engagement.
- Monitored performance metrics, identified insights, and optimized campaigns

for better results.

- Collaborated with teams on content ideas, digital campaigns, and influencer partnerships.
- Responded to audience comments and messages, building stronger online communities.

**Media & Public Relations Roles
(Academic/Project-Based)**

[Afrosports tv station] | [2022]

- Coordinated communications and publicity for departmental and student events.
- Assisted in planning and managing media coverage for major student programs.
- Strengthened leadership, organizational, and teamwork skills while representing peers.

Leadership & Achievements

- Vice President, Department of Mass Communication – [2023/2024]
- Committee Member, Final-Year Planning Committee – [2023/2024]
- Successfully organized departmental campaigns, events, and student programs.

Technical Skills

- Social Media Management Tools (Hootsuite, Buffer, Meta Business Suite)
- Graphic Design (Canva, Adobe Spark)
- Analytics (Google Analytics, Facebook Insights, TikTok Analytics)
- MS Office Suite (Word, Excel,

PowerPoint)

