

Mervyn Onyemaechi Ojukwu
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SUMMARY

An experienced and conscientious individual with strong experience in brand communication strategy, media and digital content production, content writing and other imperative areas who has developed a mature and responsible approach to any task.

EDUCATION

Abia state university, Nigeria

Bachelor of Arts (Linguistics and Communication Studies) 4.42 CGPA

Memorial University of Newfoundland, Canada.

Masters of Applied Literary Arts (In view)

PROFESSIONAL EXPERIENCE

Student Ambassador - MEMORIAL UNIVERSITY OF NEWFOUNDLAND (Grenfell Campus)

(Major roles: short form content creation/productuon, public relations and promotion)

- Created engaging and fresh visual and audio short form contents for social media.
- Filmed, edited and produced series of contents.
- Promoted Memorial University's Grenfell Campus as the number choice for students through engagements and social media content production.

Volunteer- CB NUIT NL CANADA.

(Major roles: assisting artists and exhibitionists, engaging with guests, introducing art pieces to guests)

- Worked with New York Artist "Kathryn D'Agostino" on her interactive exhibition "Dinner with Friends" about sustainability and building connections through food and community.
- Created visual content for guests during their interaction with the exhibition and produced a short form content for instagram regarding the event.
- Assisted the artist with educating guests about the art pieces.
- Engaged and welcomed guests at the event.

Studio Manager/ Creative Writer– O.B.S FM (Orientation Camp NYSC, Lagos).

(Major roles: scriptwriting, content strategy, producing, creative writing, broadcasting and event planning)

- Curated diverse radio programs.
- Auditioned, examined and trained over ten (10) corps members on creative writing and radio broadcasting.
- Produced and scripted eight (8) active radio programs.
- Coordinated and planned entertaining events during the three-week orientation camp.

- Reported, wrote and created several engaging articles for blog posts and social media captions.
- Key Achievement: Developed data collection and storage techniques and introduced a more digital means to store scripts, handwritten articles and radio jingles.
- Key Achievement: Increased profit through marketing and on air advertisement by +78%.

Content Producer and Director – GROUP 8 (Spice TV Africa).

- Produced and directed over 40 episodes of diverse and inclusive pop culture, entertainment and fashion content for TV and Social Media.
- Carried out P.R analysis using surveys and algorithm statistics to increase viewership of the shows.
- Scripted all contents and interviewed an estimate of four (4) guests per episode.
- Provided for the guests welfare and prepared a well automated and economically friendly budget for the produced contents.
- **Key Achievement: Increased show viewership by +40% and provided a more diverse and inclusive representation.**

Associate Content Producer – GROUP 8 (Spice TV Africa).

- Produced over 10 episodes and 2 seasons of a television show (Spice Most) centred on pop culture, fashion, lifestyle and entertainment.
- Performed the duties of a television content writer for both hard and soft news stories, voice over and podcasts.
- Inspected guests for the show pre email invitation, took the responsibility of the welfare officer and handled audio and visual material sourcing and collection.
- **Key Achievement: Using nostalgic P.R and emotional inclusivity, I and my production team were able to expand the show's viewership during the COVID 19 Lockdown by +80%.**

Asst. Programs Director / Content Producer (Radio) - 101.9 ABSU FM.

- Produced and coordinated pop culture and fashion weekly radio programs.
- Supervised on air programs as well as online feedback.
- Performed the duties of a radio content writer.
- **Key Achievement: Increased listenership of the programs by a 50% addition using the creating a platform for digital listening.**

Intern (Content production) – GROUP 8 (Spice TV Africa).

- Created television content for over 8 episodes of a television show.
- Assisted in production of the contents.
- Sourced for guests.
- **Key Achievement: Coordinated live red carpet shows.**

Digital Content Producer/ Fashion Journalist - Ekpo Magazine

- Produced and coordinated fashion contents for the magazine.
- Performed the duties of a Fashion Journalist at fashion news beats.

- Played the role of a one man production team which required me to scout for locations, photograph, style, art direct, write and publish digital magazine contents and editorials.

CERTIFICATION AND TRAINING

- West African Examination Council (**GSCE Certification**)
- Goggle Digital Skills For Africa (**Fundamentals of Digital Marketing**)
- Great Learning College (**Content Marketing**)
- Oxford Home Study Centre (**Social Media Marketing**)
- E-Learning College (**Project Management**)
- BRMC (**Radio Presenting: Storytelling and Podcast Training**)
- Jobberman, Nigeria (**Accelerated Soft Skills Training**)

LANGUAGES

- English
- Nigerian Languages (Igbo/Pidgin)
- French (Basic)

REFERENCES

Available on request

SHOWREEL

<https://youtu.be/U5AkOQtb2yg?si=9URVdJPnmaV6g0pv>