

ANTHONY BABAFEMI RAJI

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COMMUNICATIONS | MEDIA RELATIONS | PUBLIC RELATIONS

EDUCATION

Bachelor of Arts (B.A)

English Language

2nd Class Upper "2.1"

Obafemi Awolowo University.

<https://oauife.edu.ng/>

2007.

CORE COMPETENCIES

- ❖ Public Relations Strategies
- ❖ Crisis Communications
- ❖ Public and Media Relations
- ❖ Strategic Communications
- ❖ Digital Marketing Ads
- ❖ Marketing Campaigns
- ❖ Marketing Strategy, Sales
- ❖ Community Outreach
- ❖ Integrated Marketing
- ❖ Editing and Proofreading
- ❖ Corporate Communications
- ❖ Content Management Systems
- ❖ Content Marketing, Copywriting
- ❖ Digital Strategy, Media Relations
- ❖ Social Media Marketing, CRM
- ❖ Search Engine Marketing (SEM)
- ❖ Search Engine Optimisation (SEO)
- ❖ Brand Management, Social Media
- ❖ B2B Marketing, Advertising
- ❖ Brand Development, Strategy
- ❖ Press Releases, Conferences
- ❖ Event Management

SOFT SKILLS

- Change Management
- Emotional Intelligence
- Adaptability skills
- Team Leadership skills
- Oral & Verbal Communication
- Organisational & Planning
- Team Management
- Multitasking skills
- Decision Making
- Problem-Solving
- Adaptability, Flexibility
- Analytical and Creativity
- Collaboration, Time Management

CAREER SUMMARY

- ❖ 13 years of experience in digital communication, media relations, and public relations. Excelled at developing & managing a positive public image for the super eagles of Nigeria and the Nigeria Football Federation at large. Proven ability to create and execute media relations strategies promoting the organisation's brand and initiatives. Proficient in managing and creating promotional and marketing content for Twitter, Facebook, Instagram, etc.

PROFESSIONAL EXPERIENCE

Senior Communications Management Consultant **Nov 2021 – Date.**
Antios Multi-Concepts UK Limited • <https://antiosmulticoncepts.co.uk/>

- Leveraged relationships with 10+ journalists to communicate the firms' goals.
- Led 5+ teams to manage and implement 2+ major project launch campaigns.
- Developed and executed PR campaigns that increased brand visibility by 45%.
- Managed \$100K PR budgets & executed press releases, conferences, & events.
- Rendered counsel on PR matters to the management with recommendations.
- Monitored/analysed media coverage, measuring the PR efforts and successes.
- Managed crisis communication plans and created content to promote the firm.
- Initiated and administered social media strategies to engage target audiences.
- Spearheaded external communications & created social media posts weekly.

Media Management Consultant **Oct 2020 – Date.**
Nigeria Football Federation • <https://www.thenff.com/>

- Delivered national & international reactive new and media relations activity.
- Recorded optimistic image projections of the team & provided media coverage
- Raised the Super Eagles profile by 15% via PR campaigns and media activity.
- Improved media engagement by devising vast media management strategies.
- Created & executed digital campaigns that grew followers by 250% in 2 years.
- Collaborated with 5+ agencies to carry out and deliver marketing campaigns.

Senior Communications & PR Manager **July 2015 – Date.**
Brila Media Group Limited • <https://www.brila.net/about/>

- Devised a crisis communications plan that diminished public perception.
- Grew customer retention by 12% by initiating a customer loyalty program.
- Developed communications plan that clarified organisation goals & objectives.
- Articulated relationships with channels & audiences via communication plans.
- Managed financial resources and budgets & the development of new services.
- Conducted research on current marketing efforts and recommended changes.
- Improved customer service satisfaction by 25% by devising service strategies.
- Extended website conversation by 30% through content marketing strategy.

Internal Communications Manager **Feb 2012 – July 2015.**
Brila Media Group Limited • <https://www.brila.net/about/>

- Developed 8+ communication campaigns that increased customer base.
- Liaised with the marketing team to generate new ideas and strategies.
- Created informative and interesting content for publication and circulation.
- Monitored the success of media campaigns and identified new opportunities.

SOFT SKILLS

- Change Management
- Emotional Intelligence
- Adaptability skills
- Team Leadership skills
- Oral & Verbal Communication
- Organisational & Planning
- Team Management
- Multitasking skills
- Decision Making
- Problem-Solving
- Adaptability, Flexibility
- Analytical and Creativity
- Collaboration, Time Management

PROFESSIONAL EXPERIENCE

Manager, Sports Services

Feb 2008 – Jan 2012.

Brila Media Group Limited • <https://www.brila.net/about/>

- Increased profitability through brand promotion and content optimization.
- Supervised and motivated a team of 30+ members in the station's four centres.
- Oversaw content generation and planning that increased viewership by 75%.
- Spearheaded & anchored the flagship & fans' favourite show, Sports Machine.
- Ensured proper functionality of all teams and seamless operations & efficiency
- Coordinated activities of field reporters and ensured top-notch content editing

MEMBERSHIP/CERTIFICATION

- **Fellow** – Institute of Management Consultant 2019 – Date.
- **Certified Management Consultant** – CMC - GLOBAL 2019.

MEMBERSHIP/CERTIFICATION

- **Maximizing Station Sales** – Voice of America 2017.