

OLUWATOSIN AROWOSOLA
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PERSONAL SUMMARY

Effectively create and develop marketing campaigns that increase awareness and participation, by being proficient in communication, multimedia, publication management and crisis management. Skilled in large-scale event coordination, with an advanced knowledge in advertising, media relations and brand management.

EDUCATION

Master of Science Communication and Media Technology Rochester Institute of Technology	Expected May 2019
Bachelor of Science Mass Communication University of Lagos	April 2014

SKILLS AND INTERESTS

- Outstanding Co-ordination
- Active Listening and Learning
- An excellent team player
- Proficient in Microsoft Office tools and Abode Creative Suite (Photoshop and illustrator)
- Effective delivery of information to the understanding of the audience
- Event Planning and Management
- Spanish and French (Beginners)

PROFESSIONAL EXPERIENCE

Children Awaiting Parents, Rochester, NY

Brand Manager

- Develop mini campaigns to communicate effectively with the target audience whilst increasing brand's identity and online presence
- Great insight to new media and various reporting analytical tools
- Create graphic designs for advertisement placement both offline and online

Rochester Institute of Technology

Jan 2018 – May 2018

College of Liberal Arts Dean's Office

Office Coordinator Assistant and Teaching Assistant

- In-depth research on the usage of computing in each departments in the college so as develop assignment materials that soothes the student
- Exercise leadership skills by supervising other student employees to ensure smooth running of the office
- Excellent Strategic organizational planning mastered by assisting in the coordination interdisciplinary programs and college events
- Understanding and analyzing current situation of the college and strategically developing a feasible solution measure by a benchmark
- Worked with the Deans and department chairs to come up with internal and external communication opportunities

Rochester Institute of Technology, Rochester, NY

Feb 2017- Jan 2018

College of Liberal Arts Dean's Office

Office Assistant

- Train new employees in Operations and Event scheduling on RIT's internal event management system
- Serve as the first point of contact in the Deans Office
- Manage both front end and back end of Room reservations including conferences and study rooms

Deefrent Limited, Lagos, Nigeria

May 2015– Nov 2016

Head PR & Campaigns Digital Media Executive

- Liaise and interact with clients
- Prepare and distribute Project Implementation Documents
- Brief and manage the social media team
- Develop and manage ideas and key content for Projects and Campaigns
- Communicate strategy and implementation plan of projects and campaigns to different divisions – graphics and web design team
- Collate and prepare weekly and monthly reports for the Digital Team and distribute to clients

Ministry of Finance, Oyo, Nigeria

Sep 2014 – June 2015

Press Officer

- Planned, developed and implemented PR strategies
- Liaised with colleagues and key spokespersons
- Related with the media, individuals and other organizations often via telephone and email
- Researched, wrote and distributed press releases to targeted media

Deefrent Limited, Lagos, Nigeria

Nov 2013 – Jan 2014

Digital Media Executive

- Identified new opportunities for online marketing campaigns
- Provided information to sales teams on how to market digital products
- Contributed to global marketing strategies for products
- Monitored growth and ensured expectations and deliverables are met across all digital platforms

National Mirror, Lagos, Nigeria

Oct 2012 – Dec 2012

News Writer, Politics Desk

- Interviewed people in a range of different circumstances
- Built a contact list to maintain a flow of news
- Sought and investigated stories via contacts, press releases and other media

VOLUNTEER EXPERIENCE

The Empty Hanger TV**HBH Enterprise***Media Strategist*

- Curate and analyze Social Media Content
- Analyze digital strategy to achieve marketing targets
- Ensure the social media accounts is up-to-date

Future Business Leader Experience, Rochester, NY*Mentor*

- Mentored high school students and fellow colleagues in various areas of life
- Worked with local High School students and local small businesses to address current business problems
- Supported students through a successful `decision-making process
- Assist team in analyzing critical information and come to appropriate conclusions
- Coach team in finding the best solution for the business problem and create a vision for implementation
- Lead and prepare the team to present final solution to the business on the final day of program

Rochester Institute of Technology, Rochester, NY**Imagine RIT**

- Give information about all 14-bachelor's degree and 5 master's degree the college offers
- Talk to interested students about the right fit for career goals

Rochester Institute of Technology, Rochester, NY**College of Liberal Arts***Student conduct committee*

- Serve as student representative
- Deal and manage student conduct in the university, including grade disputes, disciplinary actions and title IX issues and more