

# ALEYOMI TIMILEYIN PAUL, M.Sc.

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## Objective Statement

To be part of a goal-oriented organization using my problem-solving, interpersonal, and leadership skills in the appraisal and design optimization of business operations, capabilities and technologies of corporate and service establishments towards achieving maximum productivity.

## Areas of Interest & Expertise

- ✧ Strategic Communication & Planning
- ✧ Public Relations & Advertising (PRAD)
- ✧ Communication & Media Studies
- ✧ Multimedia Communication
- ✧ Higher Education Teaching & Research
- ✧ Multimedia Content Creation
- ✧ Education Policy Design & Review
- ✧ Programmes Planning & Development
- ✧ Educational Technology Integration
- ✧ Modules & Curricular Development
- ✧ Coaching, Mentorship & Advisory
- ✧ Media Entrepreneurship/Freelancing

## EDUCATIONAL QUALIFICATIONS

Institution	Diploma(s) or Degree(s) obtained	Date
Kaduna State University, Kaduna State.	<i>Master of Science (M.Sc.) in Mass Communication.</i>	2020-Date
Kaduna State University, Kaduna State.	<i>Bachelor of Science (B.Sc.) in Mass Communication (Second Class Honours, Upper Division)</i>	2015-2019
Kaduna Polytechnic, Kaduna.	<i>National Diploma (ND) in Office Technology &amp; Management (Distinction)</i>	2013-2016

## PROFESSIONAL QUALIFICATIONS

Organisation or Professional Body	Professional Qualification(s) Obtained	Date
University Of Colorado (Coursera Course Certificate)	<i>Teamwork Skills: Communicating Effectively in Group Course</i>	2020
University of London (Coursera Course Certificate)	<i>Understanding Research Methods</i>	2020
University of Leeds and Institute of Coding.	<i>Communication and Interpersonal Skills at Work.</i>	2020
ACCENTURE (Information Technology & Services)	Digital skills: Digital Marketing	2020
Zealous Leadership Academy	<i>Young Professional Leadership Certificate</i>	2020
REUTERS: Training Course	<i>Introduction to Digital Journalism</i>	2021

## WORK EXPERIENCE

Date (from/to)	2021– 2022
Company	<b>Chart Synergy Inc.</b>
Position	Business Development Associate
Responsibility	<ul style="list-style-type: none"> <li>• Developing and executing strategic sales plans</li> <li>• Growing existing accounts</li> <li>• Identifying and developing new business opportunities</li> <li>• Working closely with the senior management team to ensure that all stakeholders are informed of the progress of the sales team</li> <li>• Ensuring that all business development activities are coordinated and executed in a timely manner</li> <li>• Documenting the sales process and closing</li> <li>• Creating proposals and presentation material</li> <li>• Providing support to the sales team on all aspects of the sales process</li> <li>• Managing customer relationships</li> </ul>
Date (from/to)	2020 – 2021
Company	<b>Wastecellence Services Kaduna.</b>
Position	Business Developer
Responsibility	<ul style="list-style-type: none"> <li>• Achieved 30% sales growth to budget annually through effective cost control.</li> <li>• Writing and presentation of weekly sales report</li> <li>• Closing of deals</li> <li>• Presentation of previous works done.</li> <li>• Mails and Marketing of Services.</li> <li>• Created Targeted Marketing programmes</li> </ul>
Date (from/to)	2016 – 2019
Company	<b>Jowyndee Services Limited.</b>
Position	Public Relation Officer
Responsibility	<ul style="list-style-type: none"> <li>• Work as part of an account team (in smaller organisations you may be the sole PR lead or work as an agency PR officer) where you'll plan, develop and implement PR strategies</li> <li>• Build strong relationships and networks with colleagues, clients and the media and answer enquiries from the media and other organisations</li> <li>• Monitor the media, including newspapers, magazines, journals, broadcasts, newswires, social media sites and blogs, for opportunities for clients</li> <li>• Research, write and distribute press releases to targeted media</li> <li>• Write and edit in-house magazines, case studies, speeches, articles and annual reports</li> <li>• Prepare and supervise the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes</li> <li>• Organise events (such as press conferences, exhibitions, open days and press tours), source speakers and seek out sponsorship opportunities</li> </ul> <p>Manage and update information and engage with users on social media sites such as Twitter and Facebook</p>

Date (from/to)	2019-Date
Company	<b>Timi Research Communication</b>
Position	Research Assistant (Freelance)
Responsibility	<ul style="list-style-type: none"> <li>• Conduct literature reviews, collect and analyse data</li> <li>• Prepare materials for submission to granting agencies and foundations</li> <li>• Provide ready access to all experimental data for the faculty researcher and/or supervisor</li> <li>• Supervise undergraduate students working on the research project (maintaining records on assignment completion, acting as liaison/mediator between the undergraduate students and the faculty researcher)</li> <li>• Prepare other articles, reports and presentations</li> <li>• Travel to field sites to collect and record data and/or samples as appropriate to the specific objectives of the study</li> <li>• As appropriate to the specified position, code and verify data in accordance with specified research protocol and coding procedures and enter data into a computer database and/or spreadsheet application for subsequent analysis.</li> </ul>
Date (from/to)	September 2018-December 2018
Company	<b>KASU FM, Kaduna State University, Kaduna.</b>
Position	Internship
Responsibility	News Presentation, News Writing/Editing and Audio/Video Editing
Date (from/to)	October 2020-October 2021
Company	<b>Key Hope Schools, Uguwan Sunday, Kaduna.</b>
Position	National Youth Service Corps (NYSC)
Responsibility	Teaching and Researching

## VOLUNTEERING EXPERIENCE

Date (from/to)	May, 2018.
<b>Organisation Assisted</b>	<b>A Woman's Heart Foundation, Africa.</b>
Financing organisation	Embassy of the United States of America, Abuja.
Position in Team/Assignment	Volunteer
Responsibilities: Describe Assignment	Coordination of campaigns, issuing of certificates on course completion and supervision.

Date (from/to)	25th -26 <sup>th</sup> August, 2019.
<b>Organisation Assisted</b>	<b>Faculty of Social Sciences 2019 International Conference, Kaduna State University.</b>
Financing organisation	Kaduna State University
Position in Team/Assignment	Supervisor
Responsibilities: Describe Assignment	Supervising Paper Presentation.

## OTHER SKILLS

1.	Microsoft Office	Editing, Typesetting, Formatting, Presentation and Data Analysing.
2.	Graphic Design	Corel Draw, Adobe Photoshop
3.	Communication and collaboration tools	Skype, Zoom, Google Class and Google Meet

## ACADEMIC PUBLICATIONS/CONFERENCE PRESENTATIONS

### Public Lecture

A.	<b>Aleyomi, T.P.</b> (2021). <i>“An Assessment of Facebook and Its Influence on Ethno-Religious Conflict Among Residents of Kaduna Metropolis”</i> . Zaman Tare Public Lecture, Dissemination of Findings for KASU Scholarship Students, 13 <sup>th</sup> -21 <sup>st</sup> October, 2021, at Kaduna State University, Kaduna, Nigeria.
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### Conferences/Publications

A.	<b>Aleyomi, T.P.</b> (2019). <i>“Youth Exposure to Media Hiphop and the Rise of Hiphop Artists in Karji”</i> . A paper presented at the International Conference for the Social Sciences, 25 <sup>th</sup> -26 <sup>th</sup> August, 2019, Kaduna State University, Kaduna, Nigeria.
B.	<b>Aleyomi, T.P. &amp; Ayodele J.</b> (2020). <i>“Social Media and Changing Communication Patterns Amongst Youth in Nigeria: A Focus Group Discussion”</i> . A Paper presented at Virtual International Interdisciplinary Conference of the Faculty of Management and Social Sciences, 9th - 10th November, 2020, Godfrey Okoye University, Enugu, Nigeria.
C.	<b>Aleyomi T. P. &amp; Shuna J. D. (2021).</b> <i>Portrayal of women in television adverts. A study of Kaduna South Local Government Area, Kaduna”</i> . A paper presented at the International Conference for the Management Sciences, 23 <sup>th</sup> -24 <sup>th</sup> February, 2021, Kaduna State University, Kaduna, Nigeria.
D.	<b>Aleyomi, T.P.</b> (2021). <i>“An Investigation into the use of Facebook Communities for Emotional Support by Nigerian Women”</i> . A paper presented at the International Conference for the Social Sciences, 5 <sup>th</sup> -7 <sup>th</sup> July, 2021, Kaduna State University, Kaduna, Nigeria.
E	<b>Aleyomi, T.P., Muhammad B.A &amp; Muhammad A.D.</b> (2022). <i>“An Analysis of The Coverage of Covid-19 (Corona Virus) In Punch and Daily Trust Newspaper”</i> . A paper presented at the International Conference, 15 <sup>th</sup> July, 2021, KILAF, Nigeria.

**References Available on Request.**