

OREOLUWA RACHEAL AKINWANDE

PUBLIC RELATIONS, ADVERTISING & COMMUNICATIONS

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PROFESSIONAL SUMMARY

Mass Communication graduate with hands-on experience in public relations, stakeholder communication, content development, journalism, and digital communications. Experienced in supporting PR activities, liaising with stakeholders, drafting press releases, conducting media monitoring, and developing written and visual content. Produced and published 69 news and feature stories across PRM Africa's iWitness Blog and New Telegraph, including a feature story published on the cover of New Telegraph. Brings additional leadership and editorial experience, with a strong foundation in research, storytelling, and media production.

EDUCATION

Anchor University, Lagos

Bachelor of Science (B.Sc.) in Mass Communication | 2022–2026

CGPA: 4.72/5.00 (prior to final semester results)

Relevant coursework: Broadcast Production, Media Writing, Advertising and Public Relations, Communication Research, Photojournalism, Graphic Design, Media Law, and Adobe Creative Tools.

RESEARCH & PUBLICATIONS

Final-Year Research Project

Social Media Content and Body Image Perception Among Undergraduates of the University of Lagos and Lagos State University

- Conducted quantitative research examining the relationship between social media content and body image perception among undergraduates.

Published Research Article

Social Media and Health Literacy in Nigeria's Infodemic Era

International Journal for the Study of Intercultural Values and Indigenous Ecoethics, Vol. 7, No. 1, 2026. Published March 11, 2026.

- Examined social media's role in health literacy and the spread of health misinformation in Nigeria.

PROFESSIONAL EXPERIENCE

PRM Africa, GRA, Ikeja

August 2025 – October 2025

Public Relations Intern

- Liaised with 9 AFRIMA nominees from Northern Africa, providing professional communication regarding nomination status, award categories, and related inquiries.
- Wrote and published 46 entertainment news articles for iWitnesslive, a PRM Africa subsidiary media platform.
- Drafted press releases for organizational announcements and media engagement.
- Conducted media monitoring and reported on coverage across digital and traditional media platforms.
- Assisted with content development and stakeholder communication for PR activities and organizational communications.

New Telegraph Newspaper, Ikeja

July 2024 – October 2024

Editorial Intern

- Wrote and published 17 news articles and 6 feature stories across print and digital platforms.
- Authored a feature story published on the cover of New Telegraph newspaper.
- Covered press briefings, public functions, and other newsworthy events, producing timely reports.
- Attended press conferences, conducted interviews, and gathered information for news reports.
- Assisted senior reporters with news gathering, fact-checking, and editorial processes.

THEREALME Campus Initiative, Nigeria

June 2024 – 2025

Volunteer Graphic Designer

- Designed promotional flyers and social media graphics for campaigns, activities, and events.
- Created visual content to support the organization's social media communication and promotional activities.

LEADERSHIP & EDITORIAL EXPERIENCE

Communication Students Association, Anchor University Vice President

2025–2026 Academic Session

- Collaborated with the President and executive team to organize departmental events and student activities.
- Coordinated students and facilitated communication between students, lecturers, and the Head of Department.
- Supported executive planning, event coordination, and student engagement initiatives.

AUL News Digest, Anchor University Pioneer Editorial Team

2024–2026

- Co-planned and developed the university newsletter as part of a four-member pioneer editorial team.
- Researched, gathered, and wrote news stories; conducted interviews and edited content for publication.
- Contributed to the newsletter's editorial planning, layout, and overall content development.

Anchor Sentinel, Department of Mass Communication, Anchor University Deputy Editor

2024–2026

- Edited feature stories and conducted interviews as part of the editorial team.
- Contributed articles and recurring magazine segments, including “Did You Know?” and other editorial content.

SELECTED MEDIA PROJECTS

Beyond the Potholes — Documentary

An expository documentary examining the human impact of the Mopol Junction road condition in Ogun State.

Vanity — *Production Manager*

Managed production responsibilities for a class film project involving a 39-member student team.

Yoruba Radio Programme — *Radio Anchor*

Served as radio anchor for a student programme conducted in Yoruba.

400-Level Film Project — *Director*

Directed a 400-level student film project.

CERTIFICATIONS

- Social Media Marketing — HP LIFE
- Customer Relationship Management — HP LIFE
- Project Management — DIGITAL HUMANITIES
- Photography Training — SONY

CORE SKILLS

Public Relations | Communications | Stakeholder Communication | Media Monitoring | Press Release Writing | Content Development | Journalism | News Writing | Feature Writing | Editorial Writing | Interviewing | Research | Event Coverage | Project Coordination | Graphic Design | Media Production

TECHNICAL SKILLS

Canva | Adobe Photoshop | Adobe InDesign | CapCut | Microsoft Word | Microsoft Excel

LANGUAGES

English | Yoruba