

ONASANYA IBUKUNOLUWA OYINDAMOLAMI

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PROFESSIONAL SUMMARY

A creative and detail-oriented Mass Communication graduate from Covenant University with hands-on experience in Public relations, copywriting, content creation, and digital storytelling. I currently work as a Copywriter in the Creative Team at Digitas Nigeria, where I develop brand-aligned content and campaign ideas across diverse industries. I have contributed to content and storytelling for brands including Quaker Oats, Popular Milk, and Chop Box. I combine creative ideation with strategic content planning, strong leadership, and collaborative execution across brands.

KEY BRANDS WORKED ON

Quaker Oats | Popular Milk | Chop Box | Munch It | FairMall

PROFESSIONAL EXPERIENCE

Copywriter, Creative Team (Internship)

Digitas Nigeria | Nov 2025 – Present

- Develop brand-aligned content and social media campaigns for Quaker Oats, Popular Milk, and Chop Box.
 - Collaborate with creative and strategy teams to ideate and execute campaign concepts
 - Contribute to mood-board development and support photoshoot direction
 - Create multiple monthly content calendars for brands, ensuring structured content planning, consistency, and timely delivery across platforms.
 - Some brands I've worked on include: Quaker Oat, Popular Milk and Chop Box
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Content Creator

Personal Brand | 2025 - Present

- Create and publish original content focused on fashion, faith, and lifestyle

- Develop content ideas, write captions, and produce visual and video content
 - Manage content planning and posting schedules across personal platforms
 - Maintain a consistent brand voice while driving audience engagement and growth
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Public Relations Assistant

Department of Mass Communication, Covenant University | Sep 2023 – Jul 2024

- Managed social media platforms and designed visual content for announcements and events.
 - Designed flyers, and visual content for announcements and events
 - Collaborated with faculty and student teams to plan, promote, and execute departmental activities.
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On-Site News Reporter & Entertainment Team Lead

Ark Media, Covenant University | Oct 2022 – Jul 2024

- Reported campus news and events, delivering timely and accurate information to students.
 - Led the entertainment team in sourcing, writing, and publishing trending stories.
 - Served as Red Carpet Host for "The Redefinition Fashion Show" at Covenant University.
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Content Strategist Intern

Penzaarville Africa | Jul 2023 – Aug 2023

- Supported content strategy and campaign development for Munch It and FairMall launches.
 - Authored press releases, including coverage of Funke Akindele's triple AMVCA wins.
 - Assisted in developing creative briefs and campaign ideas with senior strategists.
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EDUCATION

Bachelor of Science (B.Sc.) in Mass Communication
Covenant University, Ota, Ogun State | Graduated 2025

SKILLS

- Copywriting & Brand Messaging
- Content Strategy & Digital Storytelling
- Public Relations & Media Writing
- Social Media Content Development
- Campaign Ideation & Seasonal Activations
- Event Coverage & Coordination
- Team Collaboration & Leadership

Tools: Canva, CapCut, Microsoft Word, Google Docs, Google Slides, Google Forms

CERTIFICATIONS & MEMBERSHIPS

- Script Writing Certificate – PEFTI Film Institute
- Public Speaking Certificate – Strictly Speaking Training Academy
- Membership Certificate – International Advertising Association (IAA)
- Membership Certificate – Advertising Regulatory Council of Nigeria (ARCON)