

MERCY TIMILEHIN KELANI

BUSINESS DEVELOPMENT • CLIENT RELATIONSHIPS • COMMUNICATIONS

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PROFESSIONAL PROFILE

Relationship-focused communications professional with experience in journalism, cultural programming, event coordination and stakeholder engagement. Brings strong communication, research, negotiation-ready interpersonal skills and an audience-centred approach to building trust and presenting ideas. Familiar with the creative and lifestyle ecosystem through literary festivals, arts events, entertainment and community programmes. Seeking to apply these transferable strengths to sales strategy, business development and client relationship growth.

SALES & BUSINESS DEVELOPMENT STRENGTHS

- Business development support & opportunity research
- Persuasive communication & presentation
- Audience insight & market research
- Brand communication & value proposition writing
- Digital tools: Google Workspace, Notion, Zoom
- Client, guest and stakeholder relationship building
- Negotiation-minded problem solving
- Follow-up coordination & organised records
- Event, partnership and programme coordination
- CRM adaptability and customer-focused workflow

PROFESSIONAL EXPERIENCE

Remote Journalist & News Writer | 2022–2026

AskNigeria

- Research and translate complex or developing stories into clear, audience-focused content.
- Shape headlines, angles and messaging to make information relevant and compelling to different audiences.
- Manage competing assignments and deadlines while maintaining accuracy, clarity and professional standards.
- Apply research and communication skills that support prospect understanding, persuasive messaging and informed conversations.

Cultural Communications & Programme Coordinator | 2022–2026

Committee for Relevant Art (CORA) Art & Cultural Foundation

- Contribute to communications and programme delivery for arts and literary initiatives, including the Lagos Book & Art Festival (LABAF).
- Progressed from report-writing lead to programme coordination and literary event curation, working with contributors and participants.
- Lead the CORA BookTrek Project from early 2024, coordinating a community literacy initiative for teenagers and young people.
- Support the presentation of programmes and activities to audiences, helping communicate their purpose and value.

Tech & Media Personnel | 2023–2026

Lagos Studies Association (LSA) Conference

- Support the coordination of hybrid conference sessions and communication with participants.
- Help ensure sessions run smoothly through practical problem-solving, clear communication and attention to detail.

Literary Reviewer | Dates vary

BookArtVille & independent review work

- Produce research-led reviews and reader-facing commentary on African literature.
- Communicate ideas clearly and assess works for themes, relevance and audience interest.

LIFESTYLE, EVENTS & STAKEHOLDER EXPERIENCE

All Africa Music Awards (AFRIMA) — Communications support for international artistes | Jan 2026

iREP Documentary Film Festival — Media and technical support | Mar 2026

Lagos International Poetry Festival (LIPFEST) — Guest chaperone and guest communications | 2023–2024

Ake Arts & Book Festival — Bookstore Manager | 2023

EDUCATION & PROFESSIONAL DEVELOPMENT

B.A. (Hons.) English | University of Lagos | 2019–2025

120-Hour TESOL/TEFL Certificate • Filmmaking Workshop Certificate (2026)

DIGITAL TOOLS & LANGUAGES

Tools: Canva • CapCut • InShot • Google Workspace • Notion • Zoom • Google Meet • Meta Business Suite

Languages: English (proficient) • Yoruba (proficient) • Chinese (basic)