

MSON JAPHET IWER

(Brand Communications & Marketing Executive)

Federal Capital Territory, Abuja.

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PROFESSIONAL SUMMARY

Strategic and results-driven marketing leader with extensive experience in brand communication, corporate communications, and product launch strategy. Proven expertise in leading high-performing teams, spearheading go-to-market initiatives, and delivering measurable growth for tech-driven consumer products and services. Adept at bridging corporate vision with innovative marketing solutions that drive engagement, adoption, and brand equity.

CAREER HISTORY

onfleekQ Technologies Limited. (August, 2025 – Date)

Senior Brands and Marketing Communications Executive / Team Lead

Key Responsibilities.

- Lead the Brand Communication and Marketing team, driving strategic marketing direction and ensuring alignment with corporate objectives.
- Oversee corporate communications, maintaining a consistent brand voice and public positioning across all channels.
- Spearheaded product launch strategy, communication model, and go-to-market execution for onfleekQ, boosting visibility and adoption.
- Lead the end-to-end launch strategy for MySwaap, including market positioning, messaging framework, and adoption campaigns.
- Develop and implement integrated marketing strategies to drive vendor acquisition and user engagement across digital platforms.
- Coordinate cross-functional collaboration between product, marketing, and external partners for seamless campaign execution.

Key Achievements:

- Successfully positioned onfleekQ as a leading tech-driven beauty platform in Abuja and Lagos.
- Delivered a comprehensive launch plan for MySwaap, ensuring stakeholder alignment and market readiness.

Product Distribution Network Limited (PDNL). (January, 2023 – March, 2025)

Regional Head of Marketing (Lafia/Makurdi) (Nov, 2023 – March, 2025)

Key Responsibilities.

- Create and execute effective marketing strategies to promote available products
- Manage and enhance the company's brand image across various Markets
- Lead a team of marketers, providing guidance and ensuring high performance
- Provide training and mentorship to junior marketing staff
- Build relationships with key local influencers, Market leaders, and partners in Lafia and Makurdi
- Track the performance of all marketing officers and report on key metrics

- Conduct market research to identify target audiences, customer preferences, and market trends in Lafia and Makurdi.

Marketing Field Officer (January, 2023 – November, 2023)

Key Responsibilities

- Supply products to retailers and wholesalers in Makurdi Markets
- Relate with retailers and ensure supply of products in all markets
- Help schedule and coordinate marketing activities to ensure timelines are met
- Coordinate logistics, work closely with vendors and Support in planning and organizing events
- Prepare reports and presentations based on findings to help guide marketing strategies
- Conduct research on local market trends in Makurdi including customer preferences, competitor activities, and industry developments

Famira & Sen Nig Ltd (FamiraXpress Logistics) (October, 2021 – August, 2022).

Digital Marketing Lead/Social Media Manager.

Key Responsibilities

- Manage and Maintain Social Media Pages/Create and oversee Digital Marketing campaigns.
- Manage and Sponsor ads on various Media Platforms.
- Create and Edit Videos for Social Media content.
- Create and Design Graphics for Social Media content.
- Implement strategies to grow followers organically and through paid promotions.
- Reply customer Comments/Messages.

Bespoque Business Solutions Ltd (March, 2020 – June, 2020).

Tax Operations and Support Officer

Key Responsibilities

- Provide solutions to customer questions as relates to tax payment platforms
- Answer customers calls and provide solutions
- Travel to various towns and attend to customer needs
- Enter all collated data in an excel sheet

ACADEMIC QUALIFICATIONS:

Master of Business Administration MBA

Ahmadu Bello University, Zaria.

2026 – In View

B. A (Hons) Theatre Arts

Benue State University, Makurdi.

2012 – 2016.

Senior Secondary Certificate Examination (SSCE)

N.K.S.T. Secondary School, Adikpo.

2006 – 2012.

First School Leaving Certificate (FSLC)
L.G.E.A Primary School Ge-Mbagwa, Lessel.
2000 – 2006.

ADDITIONAL CERTIFICATION

International Marketing and Supply Chain Management
Alison
2026

Leadership Skills and Applied Team Management
Alison
2026

Advanced Digital Marketing Certification
Bizzmarrow Technologies, Abuja
2024

Social Media Marketing Certification
E-Marketing Institute
2023

Google Ads-Measurement Certification
Google Skillshop
2023

Fundamentals of Digital Marketing
Google Digital Skills for Africa
2021

CORE SKILLS/COMPETENCIES

- Brand Communication Strategy
 - Corporate Communications
 - Product Launch Strategy & Execution
 - Digital Marketing & Social Media Strategy
 - Team Leadership & Mentorship
 - Go-to-Market Planning
 - Client Acquisition & Engagement
 - Search Engine Optimization (SEO)
 - Google Ads & Online Advertising
 - WordPress Website Development
 - Market Research & Analysis
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REFEREES

Referees available upon request