

JENNIFER FALANA

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PROFESSIONAL SUMMARY

Strategic Communications, PR, and Content Professional with experience in brand strategy, media monitoring, content creation, and social media management. Skilled in developing relatable content, supporting communication campaigns, conducting market and competitor research, and translating business objectives into engaging brand stories. Experienced working across corporate communications, public relations, and creator marketing, with a proven ability to drive brand visibility, audience engagement, and digital growth.

CORE COMPETENCIES

- Brand Strategy & Communications.
- Content strategy.
- Social Media management.
- Campaign planning & Execution.
- Analytics & performance tracking.

EDUCATION

CRAWFORD UNIVERSITY – B.Sc. Mass Communication | **October 2020 – June 2024**

AQskill – Social Media Management | **July 2026**

TECHY HAUNT – Product Management Certification | **August 2024 – January 2025**

COURSERA – Brand Management: Aligning Business, Brand, and Behavior | **August 2023 – August 2024**

ALX – Virtual Assistant Program | **August 2024 – October 2024**

WORK EXPERIENCE

Brands & Corporate Associate

CMC Connect LLP | *September 2025 – Present (Contract)*

- Supported the delivery of weekly PEST analyses, competitive intelligence research and reporting, and crisis communication research for clients including Airtel, IPNX, and Xiaomi to inform data-driven strategy and market positioning.
- Managed end-to-end media tracking, radio monitoring, and documentation while drafting professional press releases, feature articles, speaking notes, and executive memos to enhance client visibility.
- Contributed to multi-channel content execution through social media management, campaign copywriting, and multimedia production (video/graphics), including influencer sourcing and outreach for platforms like BBC, CNN Africa, and Zikoko.

- Facilitated high-level communication for media roundtables and corporate conferences, managing stakeholder outreach, meeting documentation, and the synthesis of coverage reports into actionable insights.

Digital Content Creator & Social Media Strategist

Self-Employed | January 2023 – Present

- Produced and managed short-form content across Instagram, TikTok, YouTube, and X for personal and client brands, ensuring consistent storytelling and audience engagement.
- Created high-performing content that generated over 200,000 organic views, including a transformation-style Reel that was reposted by Instablog. [Link](#)
- Collaborated with major consumer and tech brands (Airtel, Indomie, Mega Growth, BMONI) to design and execute influencer campaigns, short-form video concepts, and promotional copy that drove brand awareness.
- Hosted live-streaming sessions on Bigo Live with 200–500 concurrent viewers, driving audience engagement through interactive discussions, polls, and Q&A sessions.
- Analyzed content performance using platform analytics, tracking reach, impressions, engagement, watch time, and audience growth to optimize future content.

Public Relations & Field Intern

Lagos State Ministry of Information and Strategy | August 2023 – October 2023

- Drafted press releases and supported official government communications across local media outlets, enhancing public engagement and awareness.
- Attended public events and conferences, documenting detailed notes for official reports and stakeholder briefs.
- Monitored and analyzed government initiatives and performance metrics to inform strategic communications.
- Developed communication materials and conducted field interviews to highlight community-focused initiatives and outreach programs.

Product Management Intern

YourCapital (Remote) | July 2023 – September 2023

- Conducted market and competitor research to identify user pain points and business opportunities.

Editing & Graphics Intern

Daar Communications PLC. (AIT) | July 2022 – September 2022

- Edited videos for TV production, enhancing storytelling and visual presentation using Adobe Premiere Pro.

SKILLS

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| • Strategic Communications & PR Writing | • Stakeholder & Client communication | • Influencer Outreach & Coordination |
| • Media Monitoring & Reporting | • Corporate Copywriting | • Video Editing |
| • Market research & Competitive analysis | • Social Media Management & Content Planning | |

INTERESTS

- AI in Communications
- Market Trends & Business Development
- Brand Storytelling & Audience Engagement
- Community Service & Women in Tech