

UKOHA SHARON CHIKA

Brand, Communications & Media

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PROFESSIONAL SUMMARY

Strategic PR, Communications & Brand strategist with cross-functional experience spanning corporate communications, brand management and digital engagement. Focused on positioning personal & Corporate brands for visibility, trust, and market relevance. Trusted by leadership and teams in shaping internal and external messaging, shaping brand voice and managing multi-channel communication strategies to shape how audience see and respond to brands. Brings a strong background in social and brand management to drive clarity, consistency and audience trust across and digital first environments.

EXPERIENCE

NANDO HOMES, Head, PR & Media

2026 – Present | Abuja, Nigeria

- Rebuilt the Media & PR function from the ground up by introducing structure, workflows, and operational processes within a previously unstructured department
- Aligned cross-functional team members around a shared vision, improving collaboration, accountability, and execution consistency.
- Established content planning and approval frameworks to streamline content production and reduce operational bottlenecks.
- Developed strategic communication and brand visibility initiatives to strengthen market positioning within the real estate sector.
- Led the implementation of internal systems and performance expectations that improved team coordination and overall productivity.
- Created foundational processes for media operations, campaign execution, content management, and stakeholder communication.
- Spearheaded the transition from reactive content creation to a more strategic, goal-driven media and PR approach.
- Provided leadership and direction to the media team, fostering stronger teamwork, clearer responsibilities, and improved alignment with organizational objectives.
- Identified operational gaps and introduced solutions to improve efficiency, communication flow, and departmental effectiveness.
- Contributed to building a scalable media and PR framework capable of supporting the company's long-term marketing and brand growth objectives.
- Developed a structured Crisis Communication Protocol to strengthen the organisation's preparedness, response and reputation management during crises.

D H. Medical Aesthetics, Communications and Brand Associate

07/2022 – 2025 | Federal Capital Territory, Nigeria

Tools: Semrush, Brand watch, Mailchimp, Notion & Hubspot

- Conducted in-depth market research and consumer insights analysis, leading to the identification of untapped market segments and the development of targeted marketing strategies.
- Defined and governed brand voice across websites, social platforms, email and stakeholder communications
- Supported reputation management
- Stayed abreast of industry trends, emerging technologies, and best practices in brand strategy and marketing.
- Translated complex medical and technical information into accessible compliance and audience-centered content
- Monitored and analyzed campaign performance metrics, providing insights and recommendations for continuous optimization and improvement.
- Increased brand awareness through targeted marketing campaigns and strategic partnerships.
- Overseeing branding, communication channels, online and offline promotions.
- Product and advertising placement
- Liaised with the Marketing Manager
- Demonstrated adept crisis management skills, swiftly addressing and mitigating public relations challenges to uphold brand integrity and consumer trust, emphasizing resilience and commitment to safeguarding brand reputation

TNN MEDIA, Social Media Manager

12/2019 – 06/2022 | Federal Capital Territory, Nigeria

Tools: CanVa, Figma, Latar & Meta Business suite

- Increased social media followers by 50% within six months through strategic content planning and engagement tactics
- Managed socials as a strategic communications channel, supporting brand trust, customer educations and service launches..
- Cultivated an active and engaged online community through interactive campaigns and user-generated content, fostering brand advocacy and loyalty.
- Acted as a liaison between the organisation, the public, and the media to ensure that the brand remains top of mind.
- Created website content, and other marketing materials.
- Compiled analytics and metrics, while maintaining strategically defined Media narratives
- Collaborated with management to develop and implement communications strategies.
- Managed the company's social media communications

- Established and maintained brand consistency across all social media platforms, ensuring cohesive messaging and visual identity.
- Created interactive design/videos to encourage visual communications

EDUCATION

Brand Management, *University of London*

Distance Learning

Leadership & People Management, *Semrush Academy*

BSC. Peace Studies and Conflict Resolution, *National Open University*

The Ultimate Guide to Business Growth, *Semrush Academy*

Introduction to Public Relations, *PR Academy*

Google Analytics, *Google Skillshop*

West African Examination Council / Senior Secondary School Leaving Certificate (WAEC/ SSCE)

SKILLS

Corporate Communications

Brand Strategy & Positioning

Digital Brand Growth

Reputation & Perception Management

Content Strategy

Thought Leadership Development

Digital Marketing Strategy

Media & Advertising Coordination

Cross-functional Collaboration

Marketing Campaign Strategy

Stakeholder Communications

Media Relations /PR

VOLUNTEER EXPERIENCE

REFUGE NEWS, *Editor*

Federal Capital Territory

- Review articles, reports, materials, and digital content before publication.
- Optimize content for readability, structure, and audience engagement.
- Edit and proofread written content to ensure grammatical accuracy, clarity, and consistency.
- Ensure content aligns with messaging, communication goals, and audience expectations.

Back-to-School Initiative for Out-of-School Children, *Communications Campaign Manager*

- Developed and executed a strategic communications campaign to raise awareness and mobilize support for a back-to-school initiative targeting out-of-school children.
- Engaged with community leaders, volunteers, donors, and partner organizations to strengthen advocacy efforts and increase campaign participation.
- Crafted compelling campaign messaging and storytelling to highlight the educational challenges faced by vulnerable children and inspire community action.