

Elizabeth Oguh

Gbagada Phase1, Lagos State, Nigeria.

Personal Information

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Professional summary

A Results-oriented marketing professional, and highly motivated with repeated success in developing business strategies to solve clients' problems by conducting consumer and market research, identifying, analyzing, and proffering solutions. Skilled in market research, data analysis, and campaign management. Strong communication and analytical skills, with a track record of delivering results on time and within budget.

Education

University of Lagos.

Bachelor of Science in Mass Communication

2014 – 2019.

International School Lagos

West Africa Examination Council (WAEC)

2007 – 2013.

Work Experience

Starcom Media Perspectives| Ikeja GRA Lagos.

Senior Media Strategist/Planner

Aug. 2022 till date

- Understanding the client's needs /briefs to better provide strategic insights and advertising strategy to better deliver to the TG.
- Measuring, analyzing, and reporting on the performance of campaigns and strategies. This involves using media data software which can also help to optimize and improve campaigns where necessary
- Track/Monitor, Collate, Analyze & Report on competitive as well as category AD spend for actionable insight purposes.
- Generate effective strategy by understanding the client's business/ brand to understand the brand positioning and objectives.
- Managing multimedia marketing activities with relevant teams, including Digital media planners and strategist and creatives with a good understanding of both the digital and OOH landscape and the ability to manage campaigns across multiple platforms.
- Analyze robust data sets to identify trends and provide insights to guide campaign optimization and channel strategy.
- Optimal Plan creation across different media platforms (Radio & TV).

Starcom Media Perspectives| Ikeja GRA Lagos.

Media Buyer

Aug 2020- Aug 2022

- Reviewed and negotiated contracts with vendors and suppliers
- Used Media software(Dtrack) to buy media channels and vendors as approved by the client.
- Research suppliers and vendors that meet the goals of the company
- Evaluated deals for specific brands to meet clients need including cost negotiations and maintaining budget limits.
- Carried out compliance reports, investigations and potential compliance violations to address irregularities.

Starcom Media Perspectives| Ikeja GRA Lagos.

Procurement Officer

March 2020 - Aug 2020

- Billing of invoices based on compliance and budget PO's.
- Evaluated sponsorship packages for specific brands to meet clients need including cost negotiations and maintaining budget limits.
- Reviewed TV and Radio rates, programs and historical records to determine eligibility for registration, partnership and sponsorship.
- Billing of invoices based on compliance and budget.
- Maintained contacts with supply partners and service providers to carry out high quality work.
- Identified compliance issues that required follow-up or investigations.
- Maintained documentation of compliance activities such as complaints received and back check outcomes.
- Formed corrective action plans to reduce non-compliance incidents.

Core competencies

- ❖ Marketing Strategy/Planning.
- ❖ Proficiency with Media Data software. (Media Insight & Media Star)
- ❖ Research and Writing.
- ❖ Data Analytics
- ❖ Proficiency with MS-Office suite, Excel and Power point presentation

Skills

- ❖ Proficiency in conducting research.
- ❖ Strong interpersonal skills.
- ❖ Organizational and Leadership skills.
- ❖ Attention to details and problem-solving skills.
- ❖ Exceptional Verbal and Written Communication Skills.
- ❖ Ability to work under little or no supervision.
- ❖ Critical thinking and ability to assimilate large amounts of information.
- ❖ Media buying/Vendor management.
- ❖ Sales negotiations
- ❖ Budget management
- ❖ Excellent creative and innovative skills
- ❖ Familiarity with social media management

Travelpaddy| Lagos Island.

Travel Agent (Customers and Clients Relations)

Aug 2019 – March 2020

- Responded to customer inquiries and complaints via phone, email, or in-person, and providing assistance and support to resolve complaints.
- Created tours and travel packages to cultivate inclusive client experiences.
- Used promotional techniques and prepared related materials to promote itinerary packages via Instagram, Facebook and WhatsApp.
- Created content and managed the social media handles to improve business visibility and growth.
- Helped clients resolve problems before, during and after travel.
- Customized available packages to match customer's specific needs and financial means.

Brands (Projects)

- **SPOTIFY** - Worked on various campaigns for **Spotify**. Collaborated closely with cross functional teams to create marketing strategies and execute both digital and offline campaigns, while overseeing overall day to day client demands and needs.
- **TGI (Terra seasoning cube, Golden Terra Oil, Big Bull rice & Terra gold)** – Created media plans for both radio, TV and Cable platforms, post campaign analysis and strategy for all **TGI** brands managed an average yearly budget of NGN1,000,000,000.
- **MONDELEZ (Bournvita, Tom Tom & Hot Chocolate)** - Worked collaboratively with the team by developing media plans & strategy documents.

LICENCES & CERTIFICATES

ARCON Certified (Registered practitioner in advertising).