

ABDUSSOBUR ABAYOMI UTHMAN

Marketing • Brand Communications • Creative Strategy

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PROFESSIONAL PROFILE

Marketing and brand communications practitioner with experience developing campaigns, managing digital communities, creating content, and supporting communication initiatives for organizations and emerging brands. Skilled in social media strategy, campaign development, brand communication, copywriting and creative production, with a focus on audience engagement and measurable results.

CORE SKILLS

Brand Strategy & Positioning • Digital Marketing • Social Media Strategy • Campaign Development • Content Strategy • Copywriting • Creative Direction • Community Management • Basic Video Editing

PROFESSIONAL EXPERIENCE

Marketing Intern — Lagos State Radio Service

2026- Present

- Supported marketing activities within the radio service, including client engagement and airtime sales.
- Assisted with advertising activities such as preparing and voicing promotional materials and supporting media schedules.
- Participated in marketing-related events and engaged clients in support of station programmes and commercial activities.

Public Relations Officer — NAICTS, KWASU Chapter

2025–2026

- Created a unified WhatsApp channel that grew to 2,000+ followers.
- Rebranded the association's media presence to improve visibility and communication.
- Hosted a "Beyond the Classroom" webinar in partnership with Landmark Foundation.

Editor — KWASU Times

2025–2026

- Edited and refined articles for clarity, accuracy and consistency.
- Reviewed and organized submissions to align with editorial standards and audience needs.
- Collaborated with writers to maintain publication quality.

Social Media Manager — LASUSTECH Got Talent

2024–2026

- Increased social media engagement by 25% through strategic content creation.
- Launched and grew the event's TikTok presence to hundreds of followers with active engagement.

Repurposed existing video and visual assets into content for Instagram and TikTok.

Creative & Content Director — BFN Logistics & General Merchant

2024–2025

- Created promotional content to increase brand visibility and audience engagement across social media.
- Introduced and developed a personal shopper/errand-service niche within the brand.
- Developed the concept, script, filming and editing for a Valentine's Day promotional campaign.

SELECTED WORK

Valentine's Day Campaign Video — x.com/UthmanYomi/status/2099148727680164004

Social Media Manager — Hult Prize KWASU

2024–2025

- Managed digital campaigns and online presence for campus initiatives.
- Used targeted content strategies to support awareness and participation.
- Volunteered as an organizer of the first pitch event.

ADDITIONAL EXPERIENCE & LEADERSHIP

- **Strategic Communication Team Volunteer — Project SKA 2027:** Supported communication materials, visual content and audience-engagement initiatives.
- **Majority Leader, SRC — NAICTS KWASU:** 2024–2025.
- **Financial Secretary — MACOSA KWASU:** 2026–Present.
- **Coordinator — Kwara State University Chess Club:** 2026–Present

EDUCATION

Kwara State University (KWASU) — B.Sc. Mass Communication (in view),
expected 2027

Major: Public Relations & Advertising (PRAD)

SELECTED AWARDS & CERTIFICATIONS

- **Creative Director of the Year** — BFN Logistics & General Merchant, 2025
- **Honourable of the Year** — NAICTS, 2024
- **Graduate Member** — Institute of Entrepreneurs, Nigeria, 2025
- **PRAD Pitchathon** — Certificate of Participation, KWASU, 2026
- **Certificate of Service** — Public Relations Officer, NAICTS, 2025