

AMAKA OLELE

SOLID BACKGROUND IN LUXURY
FASHION & LIFESTYLE
COMMUNICATIONS WITH STRONG
WRITING ABILITY

INFORMATION

NUMBER: +971 5562 80882
AMAKAOBANYA@HOTMAIL.COM
VISA STATUS: WORK VISA

PORTFOLIO

<https://amakasgems.files.wordpress.com/2018/05/amaka-oleles-portfolio1.pdf>

SOCIAL MEDIA

INSTAGRAM:
THEAMAKACHRONICLES

FACEBOOK:
AMAKA OLELE

TWITTER:
@FROWITHATTITUDE

PROFILE

As I continue to advance in my career, I strive to pursue rewarding opportunities that build on my flair for PR and marketing. My aim is to find an environment where my creativity can work in harmony with my business skill set and where my love for people, places, fashion and communication can come together as one.

EXPERIENCE

COMMUNICATIONS EXECUTIVE

THE QODE | FEBRUARY 2019 - APRIL 2020

GIVENCHY, IWC SCHAFFHAUSEN, COACH, AMAZONICO, FIVE PALM JUMEIRAH, RIXOS PREMIUM SAADIYAT ISLAND, COS, HUGO BOSS, MCM VICTORIA'S SECRET, COS, BEBABEL

At The Qode, my role involves working closely with several communications managers and directors on day-to-day PR tasks. I am responsible for pitching latest fashion collections, restaurant offerings, reviews and interview opportunities to magazine editors. In addition, I am also involved in drafting relevant media alerts/press releases, coordinating local and international shoot requests, putting together monthly PR reports and brainstorming creative strategies to create buzz and boost PR coverage.

ACCOUNT SPECIALIST

SOUL COMMUNICATIONS | JUNE 2018- FEBRUARY 2019

DELIVEROO, EGGSPECTION, TING IRIE, COUQLEY, WASHMEN, CLINTON ST. BAKING COMPANY, AL MAYASS DUBAI, ZOCO

At Soul Communications I worked closely with the Senior Account Specialist in a PR and marketing capacity. I was responsible for pitching to various magazine editors and writing media alerts about fun and exciting activations that clients were holding.

JUNIOR CONTENT CREATOR

TAMRA C2/ C2 NATIVE | OCTOBER 2017-APRIL 2018

ENOC GROUP, ZOOM, DUBAI CULTURE AND PORSCHE.

I had the opportunity to work as a copywriter at the digital agency C2 Native under advertising agency, tamra C2. One of my main roles was handling the social media for the agency. This offered me the ability to showcase my Instagram caption-writing skills.

In addition to writing captions, I also worked on in-depth case studies of client campaigns, social media strategies, articles on digital technology trends and LinkedIn posts on the C2 NATIVE page.

BEAUTY AND FASHION INTERN

GULF NEWS | MAY 2017- JUNE 2017

I worked at Friday magazine as a fashion and beauty content writer and assisting in photo shoots and gaining experience in the publishing industry. I was a content writer on Issue 24 Vol 21 for Friday magazine's 16.06.17 issue from pages 36-37; 40-45.

VOLUNTEER

DUBAI LYNX | MARCH 2017

I was able to network with top industry executives at the event and gain experience in interacting with individuals which was something I was not comfort with previously.

INTERN

GALERIES LAFAYETTE | SEPTEMBER 2016

Event coordinator at Galeries Lafayette annual Food Festival 2016.

Organized the items for the prize winners as well as having the opportunity to network with other members at the event and interact with well-known food bloggers.

EDUCATION

**BACHELORS OF MEDIA, ADVERTISING AND PR
UPPER SECOND HONOURS**

MIDDLESEX UNIVERSITY | 2014 - 2017

SKILLS

- Copywriting
- Social media management
- Marketing
- Web content development
- Copywriting
- Corporate blogging
- **Event coordination**
- **Styling**
- Market research
- Can-do attitude

PERSONAL INTERESTS

- Regular reader of consumer titles such as Harpers Bazaar, Viva, Ahlan, OK Middle East, Vogue UK, Marie Claire UK, Cosmopolitan, Glamour UK, InStyle UK
- Embracing cultural diversity through travel, reading, photography, cooking
- Art + design festival
- Music concerts
- Dreaming about a future career in fashion whilst working on new ideas to improve my blog