

TONYE EKINE

Retired Comms lead by day artist by night

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Professional Experience

Account Executive

MWW PR & Communications Ltd

2022 - 2023

- Consult for B2B tech clients on content ideas, communication strategies, PR to increase brand awareness drive consumer patronage, and amplify company growth on international, national, tv, radio, social and drive an increase in subscriptions across digital platforms i.e Sky media, Bloomberg, Ivanti, Mywhoosh e.t.c
- Account Management and nurturing relationships with media, client across EMEA, UAE, UK and influencers to optimize client campaigns and media strategies.

Communications Lead

Glitch Africa

2021 - 2022

- Built business partners, nurtured relationships with key individuals and used analytical marketdata and research insights to optimize client campaigns. Developed strong and innovate strategies to digitize company's stations and radio platforms across four countries.
- Created New IP content. Executed digital marketing strategies to build brand presence and patronage, amplify company growth, drive an increase in subscriptions across digital platforms i.e., TikTok, YouTube, Triller.

Digital Marketing & Communications

Soundcity Tv (CMA Group)

2020 - 2020

- Built the national digital team content and communication plan.
- Interfaced with the editorial, programming, and marketing teams to create monetary value for content. Designed marketing campaigns' that met company targets and elevated the brand's digital profile and IP.

Corporate Communications

Cool FM

2018 - 2020

- Developed marketing & communications strategy across digital and traditional media and ideated a visual template for the brand's products. (Music, Clients, Tv Programs and Technology products)
- Analyzed marketing insights and monitored competition's marketing roadmap to improve marketing strategy.
- Drove a 17% increase in client retainership and distribution channels across key cities: Lagos, Ghana, and South Africa.

Exhibitions

London

2022

- Group Show, Espacio Gallery, "Titled This Art," curated by Laura Porter and Jonathan Hillson
Group Show, Camberwell MA Fine Art Pathway: Brick + Glass Ceilings, July 4-9, curated by Sarah Woodfine & Geraint Evans
Group Show, Steingold Gallery, "Titled Haven," October 4-October 11, Curated by Joanna Steingold
- Group Show, Copeland Gallery, Titled "Church/Factory, November 3rd-November 6th

SKILLS

Project Management MS Office

Data Analysis Content Development

Design Thinking Organizational Skills

Content Marketing Adobe CC

VOLUNTEERING

Creative lead Consultant
YOUTH CARE DEVELOPMENT
EMPOWERMENT INITIATIVE (YCDEI).

YCDEI is an NGO focused on the empowerment of the African girl child and marginalization of gender inequality in Nigeria.

I volunteered financial donations and oversaw campaigns that sourced financial support from high-net-worth individuals and organizations as well as the public.