

www.adedoyinjaiyesimi.com



ADEDOYIN JAIYESIMI - PROFILE

Hello!

My name is Adedoyin Jaiyesimi.

I am a Communications Advisor and the Co-Founder of <u>The Comms Avenue</u>, a capacity-building platform for communications professionals. The mission-driven professional community has over 1000 communications professionals from 20 African countries.

I am passionate about all things relating to Communications and Social Impact, with a focus on Africa and Women. As a Communications Advisor, I work with corporate and development organisations, senior executives and entrepreneurs to strategically position and communicate their brand using the right channels and messaging tactics.

This involves having strategy sessions, developing communications strategy and training internal communications teams and other employees in the organisation. Whatever the brief, my goal is always to ensure that communications is strategically leveraged to achieve the organisation's objectives.

I am currently a Part-Time Lecturer at the University of Nairobi where I teach students taking the Chartered Institute of Public Relations (CIPR UK) qualification the following modules: Communication & Engagement, Internal Communications and Crisis Communications.

I also facilitate workshops/ training on strategic communications, creative writing, storytelling, personal branding and media training for organisations, C-suite executives and professionals.

SOME INDUSTRY AWARDS

BrandCommunicator 40 under 40 Women in Marketing and Communications in Nigeria (2021)

Community Impact Honouree - Top 50 PR and Communications Professionals (PR Power List 2022)

LLA - 100 Most Inspiring Women in Nigeria (2022)

The Richer Woman - 100 Most Impactful Women achieving SDGs (2022)

WIMCA Top 50 Most Influential Women in Marketing and Communications (2022)

CORE EXPERTISE

- Communications Strategy Development.
- Brand Building/ Brand Refresh Strategy.
- Brand Audit.
- Media Training.
- Content Writing.
- Communications, Storytelling & Writing Training.
- Structuring and Onboarding Internal Communications Teams.

SECTORS/FIELDS

I have expertise working with organisations in the following sectors/ fields: Development and Philanthropy, Gender (Women), Social Impact, Technology, Education, Finance and Policy.

SOME BRANDS/ ORGANIZATIONS IN MY CONSULTING AND TRAINING PORTFOLIO



































CONTACT ME



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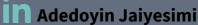


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