

Adedoyin Jaiyesimi

COMMUNICATIONS ADVISOR

I advise organisations and senior executives on how to strategically leverage communications to achieve their organisational objectives.



PROFESSIONAL PROFILE

Adedoyin Jaiyesimi is a Communications Advisor and Co-Founder of The Comms Avenue, a capacity building and networking platform for communications professionals across Africa and beyond. She is the Author of the book, From Clueless to Success – a collection of 20 backstories from her journey as a communications professional.

She has over 12 years' experience consulting for international organisations and top corporate executives and specialises in providing strategic communications consulting for development, philanthropic and corporate organisations, helping them to develop and implement a robust communications strategy. She is also keen on using her skills and expertise in the area of government and policy communications.

Adedoyin has also served as a part-time lecturer for the Chartered Institute of Public Relations (CIPR UK) programme at the University of Nairobi where she taught the Crisis Communications, PR and Communication Engagement and Internal Communications modules.

In 2019, Adedoyin won the IE-ACW Communicating Africa Challenge, a collaborative partnership between Africa Communications Week and IE University aimed at changing the existing narrative around Africa and promoting a new vision that amplifies and celebrates the greatness of Africa.

EDUCATION

A certified Strategic Communication Management Professional, Adedoyin holds a Masters degree in Corporate and Marketing Communications from IE Business School, an LLB Honours Law degree from the University of Leeds and she finished the Legal Practice Course at BPP Law School (Leeds) with a Distinction.



THE COMMS AVENUE

Adedoyin co-founded The Comms Avenue in April 2020 with the vision to create networking and capacity building opportunities for communications professionals in Africa. The Comms Avenue currently has over 1500 communications professionals from 25 African countries in its mission-driven community.

Community members benefit from learning sessions, webinars and hangouts where they learn from senior professionals who openly share their knowledge and expertise through the platform. Some notable senior professionals who have spoken on the platform include: Thoko Moyo, Global Communications Director, Gates Foundation; Lolu Akinwumi, Group CEO, Prima Garnet Africa; Patricia Obozuwa, Vice President, Government Affairs, Communications & Sustainability, Africa, The Coca-Cola Company, amongst others.

In pursuit of its vision to provide growth opportunities to its community members, The Comms Avenue launched the Comms Mentoring Programme (CMP) to bridge the mentoring gap between senior and junior professionals in the field. So far, over 250 young professionals have been mentored through the CMP.

COMMUNICATIONS ADVISOR

Adedoyin works with organisations and senior executives to strategically leverage the power of communications to achieve organisational objectives. This involves developing communications strategy and training internal communications teams and employees. She has successfully executed projects for Bill and Melinda Gates Foundation, African Philanthropy Forum, Fountain of Life Church, the Nigerian Economic Summit Group (NESG), Heritage Bank, the W Community, Specta by Sterling, Leading Ladies Africa, amongst others.

CONFERENCE SPEAKER AND MODERATOR

As a Conference speaker and facilitator, Adedoyin educates audiences on how to deploy an effective communications strategy, leverage the power of storytelling, and build a strong digital presence to access opportunities. She has been a speaker and facilitator at the Africa Comms Week, Tony Elumelu Foundation Forum (TEF Forum), the Leading Ladies Africa Enterprise Leadership Program, Social Media Week Lagos, amongst others.

COMMUNICATIONS & EXECUTIVE MEDIA TRAINER

Adedoyin runs in-house corporate training, media training for executives and facilitates workshops on strategic communications, writing, storytelling and personal branding for organisations, C-Suite executives and professionals.

She has facilitated training for the Pension Fund Operators Association of Nigeria (PenOP), the Nigerian Midstream and Downstream Regulatory Authority (NMDPRA), Michelin Nigeria, the Nigerian-British Chamber of Commerce, Lagos State Ministry of Information and Strategy, African Public Relations Association, amongst others.



Adedoyin also trains students and professionals in the communications field and imparts practical knowledge to help them deliver results.

She does this through the Comms Simplified Series which was launched in 2022 to provide communications professionals with free and paid courses for their professional development.

APPOINTMENTS AND AFFILIATIONS

Adedoyin is a Member of the Chartered Institute of Public Relations (CIPR), the Nigerian Institute of Public Relations (NIPR) where she serves on multiple committees and the International Association of Business Communicators (IABC).

She was previously the Vice President of the IE Nigeria Alumni Board.

FEATURES AND AWARDS

Adedoyin's work has been featured in several platforms across the continent, including BusinessDay, Guardian Woman, Amazons Watch Magazine Africa, and Lionesses of Africa.

In 2021, she was listed as one of Brand Communicator's 40 under 40 women in Marketing and Communications in Nigeria. She was also featured in 2022 as one of the 100 Most Inspiring Women in Nigeria by Leading Ladies Africa and one of the 100 Most Impactful Women achieving SDGs by The Richer Woman.

In addition, Adedoyin was listed as an Honouree in the Community Impact Category of the 2022 & 2023 PR Power List (Nigeria), recognised as one of the Top 50 Most Influential Women in Marketing and Comms in Nigeria by WIMCA (2022 and 2023) and one of the 35 under 35 Marketing Communication professionals in Nigeria.