

# ALABEDE SIKIRAT OLUWANIFEMI

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## PROFESSIONAL SUMMARY

Dynamic and results-oriented Public Relations Consultant and Client Service Executive with over 2 years of proven experience in managing client relations, media communications, and strategic PR campaigns within agency environments. Skilled at developing brand messaging, building media relationships, and ensuring client satisfaction through proactive service and strategic insight.

## CORE COMPETENCIES

- Client Relationship Management
- Media Relations & Press Engagement
- Brand Reputation Management
- Digital & Social Media Integration
- Reporting & Performance Analysis

## PROFESSIONAL EXPERIENCE

### PR Consultant / Client Service Executive

House of Tanny Business Ventures, Oshodi, Lagos State | 2023 – 2025

- Serve as the primary liaison between clients and internal teams, ensuring smooth communication and timely delivery of PR strategies.
- Develop and execute comprehensive PR campaigns tailored to client objectives, resulting in enhanced brand visibility and engagement.
- Provide strategic counsel to clients on brand positioning and communication strategies.
- Manage crisis communications with tact and accuracy, maintaining client trust and reputation.

## EDUCATION

- National Diploma in Accounting, Graceland Polytechnic, Offa, Kwara State (Jan 2020 – Dec 2021)
- BSc in Accounting (Feb 2022 – Aug 2025)

## KEY ACHIEVEMENTS

- Successfully managed PR campaigns for Kirahs Signature Studio resulting in a 70% increase in media coverage.
- Recognized for maintaining strong client satisfaction and retention across multiple accounts.

## REFERENCE

Available upon request.