

OLUKEMI LINDA OGUNGBEMI

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ADVERTISING & MARKETING SPECIALIST | BUSINESS MANAGER

I have over two decades experience in Advertising Strategy Development and Campaign Management. Proficient in brand communications including advertising, digital and social media marketing, strategic planning, market research, client relations, and project management. Having been in a leadership role as the Manager and Head of the Advertising Department at Punch Newspapers (the most widely read newspaper in Nigeria with over 5 million readers daily) for the past 5 years, I have honed my skills in people management, business administration, leadership, problem-solving, time management, and revenue generation. I am committed to meeting deadlines and achieving business goals.

AREAS OF EXPERTISE

- Campaign Management
- Market Research
- Strategic Planning
- People Management
- Strategy Development
- Critical Thinking
- Social Media Marketing
- Media & Client Relations
- Problem-Solving
- Critical Thinking
- Project Management
- Communication

CAREER HIGHLIGHTS

Manager and Head, Advertising Department, Punch Newspapers	2025-
Manager, Advertising Department, Punch Newspapers	2019- 2025

PROFESSIONAL QUALIFICATION

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|---------------------------------------|------|
| • Digital Marketing, ARCON certified | 2025 |
| • Marketing Strategy, ARCON certified | 2025 |

PROFESSIONAL EXPERIENCE

Punch Nigeria Limited

Manager & Head Advertisement	2019-
Deputy Advert Manager/Corporate Liaison Officer	2017-2019

Key Responsibilities:

- Leading and guiding a team of advertising professionals to drive professional and company growth
- Managing and overseeing all advertising strategies and promotional campaigns to align with clients' expectations
- Facilitating positive relationships with external stakeholders including the media, community associations, industry experts, and government agencies
- Developing and implementing advertising plans and managing budgets effectively
- Collaborating with senior management and editorial staff on vantage placement of adverts to drive client satisfaction
- Curating and forwarding stakeholder feedback to management promptly

- Conducting market research and situation analysis to optimise advertising efforts
- Supervising and administering the charge of managing budgets, campaign costs, and invoicing clients.
- Employing business development strategies to grow and increase the company's customer base
- Ensuring smooth working relationships with advertising agencies and vendors to drive business goals
- Keeping abreast of industry trends and best practices in advertising to enhance in-house advertising efforts
- Collaborating with marketing and sales teams to create effective and engaging advertising materials
- Monitoring and evaluating the performance of advertising campaigns to make data-driven decisions

Punch Nigeria Limited

Senior Advertising Executive

2011-2016

Advertising Executive

2002-2010

Key Achievements:

- Managed assigned key accounts and liaised between clients and internal departments
- Sourced and consulted with clients to determine and collaborate to achieve their advertising goals
- Identified and generated new business leads to drive business expansion
- Oversaw and managed all advertising campaign stages including promotional events, industry research, campaign launches, and product development
- Employed business development strategies to grow and increase the company's customer base by 20%
- Collaborated with sales supervisors and marketing directors to implement advertising strategies and promotional campaigns
- Established and maintained strong professional networks and partnerships
- Researched clients' businesses to customise advertising campaigns for effectiveness
- Responded to client queries and resolved issues promptly

Concord Newspapers

Advert Marketing Executive

1995-1997

Key Achievements:

- Assisted the Advert Manager in producing the company's marketing materials
- Executed marketing plans in line with the organisation's strategic business objectives
- Developed compelling content including emails and letters to ensure consistent messaging across different media channels
- Researched and analysed industry trends to inform marketing strategies and identify opportunities for engagement

- Maintained an updated stakeholder database and events calendar that amplified Concord's engagements and partnerships
- Maintained and grew client base by 15% through inbound marketing efforts

EDUCATION

- Master in Business Administration (MBA Marketing)
Ladoke Akintola University of Technology 2013 – 2015
- Bachelor of Arts, English Second Class Honours
Ondo State University, Ado Ekiti 1989 – 1993
- Senior Secondary School Certificate
GIRLS SECONDARY SCHOOL, ABA 1982-1988

PROFESSIONAL QUALIFICATIONS

- Managerial Leadership in Sales & Marketing, Lagos Business School, 2021
- Certificate in Effective Communication, Nigerian Institute of Journalists (NIJ)
- Associate Member, Advertising Regulatory Council of Nigeria (ARCON)