

KEMI SOREMEKUN

A skilled, creative and focused communicator with experiences in financial services, conduct regulation, professional services and the civil service; seeking to help organisations achieve their communications objectives.

KEY SKILLS

- External and Internal communications experience in multiple sectors
- Digital communications and marketing
- Front-end web development including HTML5 and CSS3

PROFESSIONAL SUMMARY

Freelance – Digital Communications **01/2017 – Present**
Digital Communications Specialist

Conducted User Experience review and copy editing for life coach website <https://brunadepalo.com/>

The Financial Conduct Authority – Conduct Regulator **06/2016 – 10/2016**
Associate – Digital Consumer Credit

Delivered digital communications to Consumer Credit firms and stakeholders using email marketing, social media engagement and general public relations.

Key responsibilities

- Designed the Consumer Credit communications team’s digital communications strategy
- Wrote targeted articles and blogs for trade and online publications
- Managed and conducted social media engagement for announcements, publications and thematic reviews
- Planned and delivered two pay per click campaigns for the debt management and consumer credit

Arts Council England – Civil Service **09/2014 – 12/2015**
Communications Lead for Children and Young People

Planned and delivered communications for Arts Council children and young people team including digital marketing

Key responsibilities

- Developed the children and young people team external and internal communications strategy
- Designed and delivered case studies illustrating multiple strands of arts and culture provisions
- Built relationships with key stakeholders to promote children and young people arts and culture provision
- Lead redesign of the children and young people web sections on the Arts Council website

Just Retirement – Retirement Income provider **02/2010 – 07/2014**
PR and Research Officer

Developed and delivered various forms of external corporate communications and investor relations

Key responsibilities

- Planned and delivered media relations activities and opportunities for products and campaigns
- Media handling - served as initial contact for the press office
- Media coverage monitoring and analysis – production of monthly and annual coverage reports
- Lead press office procurement activities from the tendering and selection through to contract finalisation
- Relationship manager for all press office suppliers e.g. PR Agency and Media Monitoring
- Managed and coordinated the production and distribution of quarterly and annual company results
- Produced regulatory complaint copy including press releases, articles, web copy and by-lined editorials
- Developed, implemented and refined PR processes and practices for effective PR communications
- Managed ad-hoc investor communications and maintaining shareholders database
- Regularly reviewed and summarized research reports for internal dissemination

Achievements

- Secured substantial volumes of coverage from national, regional and trade media as a result of targeted media campaigns
- Planned, produced and launched magazine aimed at financial advisers and intermediaries

- Designed and delivered customer case studies on an on-going basis for PR, Marketing, and Customer Research. Secured over 20 national press profiles as a result
- Managed press office contacts during key company events and crises e.g. Initial Public Offering (IPO) launch and Budget 2014 pensions announcement

**General Social Care Council (GSCC) – Civil Service
Communications Assistant - Fixed Term contract**

08/2009 – 11/2009

Assisted the Media Relations, Web, Publications and Public Affairs teams

- Produced press releases, news items and articles targeting internal and external audiences
- Managed production and update of communications content on the Intranet and GSCC website
- Organised and managed internal and external conferences, workshops and meetings; arranged briefings with representatives from internal departments
- Monitored, reported and evaluated media coverage
- Supported the development of a new internal communications strategy

Department for Business Innovation and Skills (BIS) – Civil Service

03/2009 – 08/2009

Enterprise Directorate Correspondence Officer - Fixed Term contract

- Processed and responded to correspondence from the public, small and medium sized enterprises (SMEs) and MPs on behalf of their constituents
- Successfully cleared correspondence backlog; working to process over 300 letters and emails; created a process for handling correspondences for a rapid turnaround

PREVIOUS ROLES

**National Express East Anglia (NXEA) – Transport
Communications Assistant**

09/2008 – 01/2009

- Provided administrative support for the Communications team

**The Chartered Institute of Management Accountants (CIMA) – Professional Services body
Press and Magazine Assistant**

04/2007 – 09/2008

- Assisted the Press team and managed the administration of the membership magazine

**Department for Business Innovation and Skills (BIS)
Communications/Editorial Assistant**

06/2006 – 12/2006

- Provided administrative support for the Internal Communications and Corporate events teams

EDUCATION

General Assembly

05/2013-07/2013

- Web Development and Web Design – Front-End Web Development

APMG-International

05/2013

- Project Management - PRINCE2 Foundation level

Birkbeck – University of London

02/2012

- Professional Course - The Mini-MBA (Taster course)

London School of Public Relations

2006–2007

- Professional Diploma in an Integrated Approach to Public Relations for the 21st Century

University of the West of England, Bristol

1997–2000

- BA Hons Economics and International Studies

INTERESTS AND HOBBIES

- Running and Yoga
- Front-End Web development

REFERENCES

References available