

# KEMI SOREMEKUN

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A creative and skilled target-driven communications specialist with experiences in several sectors.

## KEY SKILLS

- External and Internal communications in multiple sectors
- Digital Communications and Data Analysis
- Front-end web development including HTML5 and CSS3

## PROFESSIONAL SUMMARY

**Department for Education – Civil Service** **06/2017 – 12/2017**

**Communications Specialist for Priority School Buildings Programme (PSBP)**

Planned and delivered internal, external and stakeholder communications to the PSBP programme including general correspondence, FOI requests, email marketing, newsletter production and events management.

**Freelance - Digital Communications** **01/2017 – present**

**Digital Communications Specialist**

- Events management
- Analysed and copy edited a lifestyle start-up 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 including email marketing, social media engagement and analytics, web redesign and general public relations.

- Designed a digital communications strategy for the Consumer Credit communications team
- Produced 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**

Coordinated communications for the Arts Council children and young people team including strategy development, digital marketing, web redesign, and internal and external communications

- Shaped and 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 pages on the Arts Council website

**Just Retirement – Retirement Income provider** **02/2010 – 07/2014**

**PR and Research Officer**

Developed and maintained processes for all forms of external corporate communications activities including media relations, digital marketing, investor relations and research analysis and reporting

- Planned and delivered media relations activities and opportunities for products and campaigns
- 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
- Managed ad-hoc investor communications and maintaining shareholder's database

## Achievements

- Secured 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. Secured over 20 national press profiles

**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
- Cleared correspondence backlog of over 300 letters and emails; created a process for handling correspondences

**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**

- Weight
- Front-End Web development

**REFERENCES**

References are available upon request