

KEMI SOREMEKUN

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A creative and skilled target-driven Communications Specialist with experiences in public and private sectors.

KEY SKILLS

- External and Internal communications in multiple sectors
- Digital and Social Media Communications and Data Analysis
- Copywriting across multiple channels

PROFESSIONAL SUMMARY

Digital Communications Specialist Freelance

01/2017 – present

- Events management, Speech writing and delivery coaching
- Edited and consulted on a lifestyle start-up website <https://brunadepalo.com/>

Department for Education – Civil Service Communications Specialist – Fixed Term Contract

06/2017 – 12/2017

Planned and delivered internal, external and stakeholder communications to the Priority School Buildings Programme (PSBP).

- Wrote and managed general correspondence and Freedom of Information requests for the programme
- Produced monthly internal newsletter and managed several key events including promotional email campaign and event logistics
- Developed marketing material for events and conferences

The Financial Conduct Authority – Conduct Regulator Digital Communications Associate - Contract

06/2016 – 10/2016

Delivered digital communications to consumer credit firms and stakeholders including email marketing, social media engagement and analytics, web redesign and update, as well as general public relations activities.

- Designed and delivered a digital communications strategy for Consumer Credit communications team
- Produced targeted articles and blogs for trade and online publications
- Produced and managed social media content for announcements, publications and thematic reviews
- Planned and delivered two pay-per-click campaigns on debt management and consumer credit

Arts Council England – Civil Service Communications Lead

09/2014 – 12/2015

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 PR and Research Officer

02/2010 – 07/2014

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

REFERENCES

References are available upon request