

OWOLABI AMINAT SHERIFF

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Personal Profile:

I am a qualified communicator with special focus on Public Relations and Advertising (PRAD). I have excellent skills in interpersonal, group and mass communications with genuine understanding of the characteristics of the various media-Print, Electronic and Social media. I have convinced myself that I can research, design, write and place adequate communication messages in appropriate media effectively and efficiently with minimum cost.

Employment History

November, 2014- Present

Lecturer II at Al-Hikmah University, Ilorin

Teach Mass Communication courses such as Introduction to Mass Communication; History of Mass Media in Nigeria; African Communication System; Principles of Advertising; Theories of Mass Communication; Public Relations Campaign Strategies; Specialized Broadcasting. Supervision of final year dissertations; and I am a Level adviser.

November, 2013-2014

Bowen University, Iwo (NYSC)

Front Desk Information Officer (Admission Office), responding to students and parent queries; assisting in the organization of post-UTME examination; issue of admission letter with adequate information; keeping records of official data/documents.

March, 2006-2009

Zat-Direct Nigeria Limited, Osogbo, Nigeria (Internship)

Computer operator, Information Record clerk, Customer Relations officer

National Responsibility

April, 2019

Exam Proctor at 2019 UTME exercise organized by Joint Admission Matriculation Board (JAMB) as recommended by the Vice Chancellor, University of Osun

Education

2016-2017

Al- Hikmah University, Ilorin, Kwara State

Post-Graduate Diploma in Education

2014- 2016

University of Ilorin, Ilorin, Kwara State

M. Sc. Mass Communication

2009- 2013

Al- Hikmah University, Ilorin, Kwara State

B. Sc. Mass Communication (**First Class**)

1998-2004

Gof International College, Osogbo, Osun State
Senior School Certificate Examination

1992- 1998

St. James Primary School “A”, Owo- Ope, Osogbo, Osun State
First School Leaving Certificate

Position of Responsibilities

2017-Present

Top-Up Departmental Coordinator, Al-Hikmah University, Ilorin
Coordination of the programme at the departmental level; allocation of courses to appropriate lecturer; uploading, printing and presentation of students results at the faculty meeting; Liaising with students on behalf of school management.

2011-2012

Editor, Al-Hikmah University Press Club
Based on my writing quality, I was appointed as the Editor for Press Club, Al-Hikmah University Chapter. I wrote and edit articles; Conduct interviews and oversee the overall production processes.

Professional Skill

- Corporate Communication
- Communication Research
- Proficient Computer User
- Public and Media Relations
- Web and Print content Development
- Customer Service Provider

I.T Skills

- Word Processing and Spreadsheet: Microsoft Word; Microsoft Excel
- Presentation: Microsoft Power Point
- Expertise in Internet/Social media management

Seminars and Conferences

2018

Basic Teaching and Assessment Skills for Lecturers in Al-Hikmah University

2016

6th Toyin Folola Annual International Conference on Africa and the African Diaspora (TOFAC)

2015

Pedagogical Principles, Methods and Techniques for Academic Staff.

RESEARCHES

2018

Social Media Roles in Political Mobilization and Orientation of Nigerian Youths during the 2015 General Election. *Springboard Journal, Al-Hikmah University, Ilorin, vol 9 (1)*

2018

Consequences of 2015 Presidential Election Issues and Attributes Media Coverage on Voting Decision among Nigerians: *International Journal of Information Processing and Communication (IJIPC) Vol 6 (2)*

- 2017 Deceptive Advertising and Powerlessness of Consumers: Analysis of *omo* and *Ariel* Detergents advertisements *The Nigerian Journal of Business and Social Sciences*. 9 (1)
- 2017 Influence of the Portrayal of Female Artistes in Nigerian “Hip Hop” Music Videos on Cultural Values of Nigerian Youths. *CRUTECH Journal of Communication (CJC)*. Vol. 1 (1)
- 2015 Role of Social Media on Education: A Study of Youth Education in Tertiary Institutions in Kwara State. *Al- Hikmah Journal of Education (AJE)*. 2 (1)
- 2015 Role of Radio Programme in Poverty Alleviation: A Study of Harmony FM Business Strategy Programme *Al- Hikmah Entrepreneurial Journal of Management Science*, 4 (1)

References

Available on request