

# PHILIPS OLAYEMI MARTINS

## Research Communications & Advocacy Officer | Digital Communications Specialist

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### PROFESSIONAL OBJECTIVE

To lead and strengthen institutional, research, and advocacy communication across Africa's research and development landscape, building visibility, trust, and engagement through strategic storytelling, digital innovation, and cross-cultural collaboration.

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### PROFESSIONAL SUMMARY

Communications and advocacy professional with extensive experience supporting research, public health, and innovation organisations across West Africa. Proven ability to design and implement institutional communication strategies, manage multi-country initiatives, and translate complex research outputs into accessible narratives for diverse audiences. Experienced working with regional research networks and international organisations including MRCG, WARIMA, and UNICEF. Combines strategic insight with strong multimedia execution, media coordination, and digital platform management across The Gambia, Senegal, Sierra Leone, Nigeria, Togo, and beyond.

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### CORE COMPETENCIES

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| • Institutional & Advocacy Communication                    | • Digital Marketing & Analytics (Google & Meta Ads)  |
| • Research Visibility & Science Communication               | • Web & Social Media Management (WordPress, Webflow) |
| • Media & Stakeholder Relations                             | • Brand Identity & Campaign Design                   |
| • Strategic Content Development                             | • Cross-Cultural Collaboration & Event Coordination  |
| • Multimedia Production (Photography, Videography, Editing) | • Leadership & Team Development                      |
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### TECHNICAL & DIGITAL PROFICIENCY

- Design & Media: Adobe Creative Suite, Canva, Capture One, CapCut, DaVinci Resolve
- Web & CMS: WordPress, Webflow
- Marketing Tools: Google Ads, Meta Business Suite, Analytics, Mailchimp, Brevo
- Office Tools: Microsoft 365, Google Workspace

## PROFESSIONAL EXPERIENCE

### COMMUNICATIONS OFFICER

#### **West Africa Research and Innovation Management Association (WARIMA)**

Nov 2022 – Present

- Lead the design and implementation of WARIMA's institutional communication strategy, strengthening visibility and brand consistency across member institutions in Africa.
- Manage communications for the Advancing Research Management (ARM) West Africa Project, including development of training materials, advocacy content, and donor-aligned visibility outputs.
- Coordinate multi-country events and trainings in Senegal, Sierra Leone, Lagos, Abuja, and Togo, supporting regional capacity building for research management professionals.
- Spearheaded communication and logistics for the WARIMA 2024 and 2025 Annual Conferences in Nigeria and Togo, engaging multilingual stakeholders and international partners.
- Oversee digital platforms (website, newsletters, social media) and manage press materials, reports, and multimedia content for public dissemination.

### COMMUNICATIONS OFFICER

#### **Medical Research Council Unit The Gambia (MRCG)**

June 2024 – January 2025

- Strengthened institutional visibility and research communication across MRCG field sites in Basse, Kenema, and Fajara through documentaries, photography, and digital storytelling.
- Produced short documentaries and visual reports highlighting public health research impact and community engagement.
- Designed infographics, thematic posters, and multimedia campaigns promoting ethical research practices, collaboration, and public trust in science.
- Collaborated with project leads to ensure communication outputs aligned with institutional objectives and donor visibility requirements.
- Supported digital platforms including websites, newsletters, and social media channels.

### TEAM LEAD / DIGITAL COMMUNICATIONS CONSULTANT

#### **Digitrex**

April 2022 – February 2025

- Provided strategic communication, branding, and digital solutions for NGOs and private organisations.
- Developed brand identities, websites, and advocacy campaigns for clients including Credent Africa, Placement Africa, Leigh Properties Plus, and Batchilly Chambers.
- Led cross-platform digital marketing campaigns that improved visibility and audience engagement.
- Managed and mentored creative and technical teams delivering multimedia and digital products.

## DIGITAL MARKETER

### Trobot Digitals

March 2019 – September 2020

- Created and managed Google and Facebook advertising campaigns and monitored analytics to improve performance.
- Supported SEO, content optimisation, and digital strategy execution.
- Built a strong foundation in campaign management and digital communications.

## CONSULTANCY COLLABORATION (ONGOING)

### Vbranding & Advertising | UNICEF The Gambia

- Collaborating on a multi-episode animation series promoting child rights and community awareness.
- Contribute to script development, storyboarding, and alignment of content with UNICEF advocacy goals.
- Apply creative storytelling approaches to strengthen public understanding of children's rights and protection.

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## KEY ACHIEVEMENTS

- Strengthened visibility and stakeholder engagement for the WANETAM Project.
- Produced and directed research documentaries across multiple MRCC field sites.
- Designed and delivered institutional communication campaigns for WARIMA's ARM Project and Annual Conferences.
- Improved WARIMA's digital presence and brand consistency across the region.
- Supported cross-border collaboration across multilingual teams in West Africa.

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## EDUCATION

### Federal University of Technology Akure (FUTA)

2015 - 2021

Bachelor of Engineering (B.Eng.) – Mining Engineering

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## CERTIFICATIONS

- Public Relations: Best Practices and Ethics — Alison (Completed)
- Communication Management — Great Learning (Completed)
- Smart English for Professionals — Great Learning (Completed)
- Diploma in Public Relations — Alison (Ongoing)
- Digital Marketing & E-Commerce — Google (Ongoing)

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## LANGUAGES

- English (Fluent)
- Basic French

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## LANGUAGES

Available upon request