

Objective

Highly motivated and result-oriented media educator, media consultant, health promoter/communicator with over 10 years of experience campaign and initiatives. Proven ability to create engaging and informative health communication materials tailored to diverse audiences. Skilled in collaborating with stakeholders to identify community health needs and develop culturally appropriate intervention. Also possess excellent research, communication and interpersonal skills.

Experience

- Meccama Educational Games**
Book Reviewer
Review of a book, "Big Think, The Meccameness in You".

2023 - 2023
- Areas Trust Newspaper, Kano**
Media Consultant/Bureau Chief
 - Maintaining activities and responsibilities of the media organization
 - Streamlined operational processes and workflow to increase efficiency of team performance and resources allocation
 - Increased brand awareness through creation of innovative print and digital productions for publications
 - Mentored junior team members, providing guidance on best practices and fostering a positive work environment
 - Optimized digital media campaigns using data-driven techniques to improve performance

2021 -
- Congress of African Journalists(CAJ)**
State Coordinator
 - Coordinating media activities of the organization and closely monitoring government activities
 - Enhanced program efficiency by streamlining processes and implementing new strategies
 - Managed complex projects from inception through completion, delivering high-quality results within tight deadlines
 - Leveraged technology tools to streamline communication channels and enhance overall productivity
 - Conducted regular program evaluations to identify areas for improvement and inform future strategies

2020-
- Neo life International**
Health Promoter
 - Responsible for promoting healthy living in my community with the introduction of health tips and continuous education to understand fundamentals of health in socio-economic development
 - Conducted comprehensive assessments of individual needs, creating personalized wellness plans to improve overall health outcomes
 - Improved community health by conducting educational workshops and presentations on various health topics
 - Facilitated support groups addressing various health concerns, fostering a sense of community among participants
 - Enhanced public awareness of available health resources by organizing and participating in community outreach events

2022 - 2024
- United Nations**
Volunteer
 - Awareness and publicity campaign was intensively carried out about the pageant
 - Self-motivated with a strong sense of personal responsibility

2021 - 2021

- Director of Media Affairs and Public Relations
 - Developed high-performing teams by providing mentorship, guidance and opportunities for professional growth
 - Cultivated a positive work environment that fostered employee engagement, increased retentions rates and boosted overall team morale
 - Improved project efficiency with strategic planning, resources application and time management practices
 - Worked closely with organization leadership and board of directors to guide operational strategy
 - Enhanced team collaboration through regular communication, goal settings and performance evaluations
- **ITV news** 2018 - 2019
Media Adviser
 - Creating engaging media, editorial duties and negotiating for business
 - Educate the management and staff of the need for media literacy
- **Nigeria Television Authority** 2013 - 2014
Media Assistant
 - Responsible for supporting the head of programs in analyzing media contents, programs synopsis, brand partnership of time on air
 - Collaborated in meeting the needs of Media consumers
- **ABU-Zaria, Mass Communication Dept.** 2013 - 2015
Student Tutor
 - Providing educational support for students in their courses which are not limited to; Mass Com(102, 102, 104, 105, 201 and 205)
 - Feature writing
 - Interpretative reporting
 - Media mentorship/management(withing Africa)
 - Training students on Media engagement and commentary

Education

- **Atlantic International University, USA** 2024
Masters of Science Communications
- **Ahmadu Bello University, Zaria** 2015
Bachelor of Science, Mass Communication
3.78

Interests

- Research Interests: Health Communication, Media Literacy For Social Change, Neuro-Science Impact Of Violent Media Content In Shaping Social Reality, Communication For Development, Solution/Data Journalism For Global Impact, Global Media Strategy For Good Governance, Media Influence On Audience Electoral Decisions and Communication behavior in Educational settings

Research

- **TMGH Online Research Club Global Team**
"Global Determinants of COVID-19 Vaccine Hesitancy: A Multifaceted Analysis Using Structural Equation Modeling". To be published in "The Latest Infectious Disease Journal"

Publications

- **Global Determinants of COVID-19 Vaccine Hesitancy: A Multifaceted Analysis using Structural Equation Modeling**

I am a Research Collaborator in the "TMGH Online Research Club Global Team" for the publication. To be published later in the year in "The Lancet Infectious Disease Journal"

- **Handling Health Communication in a Volatile Society Using AI and Gamification**

Oseni Yusuf.S, Congress of African Journalists(CAJ International), 2023

- **Top 10 Media Policies in African Based On Country By Research**

YMCF, Oseni Yusuf.S, (CAJ International), 2023

- **Controlling Socio Vices Using Media Tools**

Oseni Yusuf.S, CAJ International, 2023

- **The Need For Media Literacy In Strengthening Election Process In Africa**

Oseni Yusuf, S. CAJ International, 2023

- **Media Impact In The Society Using Solution Journalism For Positive Narration**

Oseni Yusuf, S. CAJ International, 2023

Seminar/Conferences

- • Get Up Against Intellectual Property, ABU Zaria, Faculty of Law, Nigeria, 2015
- • 1-day Telecommunications and IT Positive Effect
- • Global Forum For Media Development (GFMD), Estonia, 2022
- • Russian-Africa Media Forum For Young Professional: The Prism Of Education and Communication, 2023
- • Digital Leadership Summit, 2023
- • Health Information National Trends Survey(HINT), Data Users Conference, 2023
- • European Conference of Health Communication
- • USAID-Youthpower.org: The Role of Next Gen Thinking To Accelerate Global Sustainable Development, 2023
- • How Computer Simulations Causes Strange Epistemological Shifts In Science and Society. Hosted by The China University of Hong Kong(CHUK School of Journalism and Communication, through Prof. Martins Wamke, Institute of Culture and Aesthetics of Digital Media, Leuphana University, Luneburg; Germany, 2023

Scholarship

- Barcelona Institute of Global Health(International Summer Training On Global Health), ISGLOBAL-Spain, 2023

Training

- - • Journalism, educating students on Communication, Media management, Public Relations and Human Relations
 - • Certified Customer Care Associate Development (CCADP), ISON-BPO International
 - • PR Academy, Certificate Course: Introduction To Public Relations, UK
 - • Alison Online e-Learning Center: Certificate Course in Data Journalism
 - • HP Life/HP Foundation Certificate Course: Effective Leadership
 - • UNICEF Certificate Course: Introduction to Risk, Conflict Sensitive and Peace-Building Programming

- The Edit age and Mini the Graph Webinar: Using of Infographics in Scientific Communication: Is There a Role for AI On This? Conducted by Dr. Fabricio Pamplona, 17th of April 2024

Skills

- Grammar proficiency • Content evaluation • Storytelling abilities • Verbal Communication • Literary Analysis • Deadline-oriented

Achievements & Awards

- Best Campus Journalist of the year(Pen-Club/National Association of Political Science Students/National Association of Social Science Students • Most Influential Writer of the year • Most impactful Media Relations Officer, Model United Nations(MUN) 2014-2015

Reference

- **Professor Salau Sulleman - Mass Communication Dept.; ABU Zaria**
Former HOD, Mass Communication
S_salau@gmail.com
- **Mr. Hameed Olaide - International Institute of Tropical Agriculture, IITA**
Head, System and Application
O.ham.eed@cigar.org
- **Mr. Ayo Maku - ISON-BPO International (An organization in charge of MTN-Nigeria Customer center)**
Head of Human Resources
ayomaku@isonbpocom
- **Mr. Michael Adeboboye - Congress of African Journalists(CAJ)**
International President/ Chairman Board of Trustee
michealboboye100@yahoo.com

Activities

- Affiliation: • American Society of Health Communication Professionals • Congress of African Journalists • Nigerian Institute of Public Relations • Australian Association of Health Communication Professionals

Additional Information

Volunteer Experience

- British Council, Active Citizen, worked with youth and enjoined them to play social inclusion roles in their communities with the mindset of "Think Global , Act Local"
- UNICEF Journalism Team Member; Zero Tolerance for Female Genital Mutilation (FGM)
- National Youth Service Corps(NYSC), Community Broadcaster
- Public Relations Officer and Constitution Review Committee Member, Akinyele Youth Forum, Ibadan; Oyo State