PRECIOUS BASIL-MMEREOLE

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PROFESSIONAL SUMMARY

Results-driven creative marketing executive with proven expertise in digital campaigns, project management, and social media growth. Experienced in executing high-impact influencer and TikTok campaigns, managing music project releases, and driving fan engagement across multiple platforms. Skilled in crafting creative activations and delivering innovative marketing solutions that enhance brand visibility and audience interaction. Adept at managing end-to-end project lifecycles, coordinating 5–7 cross-functional teams, and serving as the central link between Content, A&R, Marketing, Digital, and external partners to ensure seamless execution and measurable results.

SKILLS

Project Planning & Execution, Timeline, Milestone & Dependency Management, Cross-Functional Team Coordination, Stakeholder & Vendor Management, Influencer Marketing Project Management, Campaign & Release Management, Risk, Issue & Quality Control, Reporting & Performance Tracking, Google Workspace, Click Up, Notion, ChatGPT, Google Gemini.
Languages: English, French

WORK EXPERIENCE

Influencer Marketing Executive April 2024 – Present
Chocolate City Music – Lagos, Nigeria

- Led end-to-end project management for major album releases and label-wide initiatives, serving as the central coordination point across Content, A&R, Marketing, Digital, and external partners.
- Successfully managed full project lifecycles for Blaqbonez's No Excuses album, Fire on Me, Of Many Colors – Orange, Noon Dave's Orgazi, Chocolate City Music Love Pods, and Chocolate City Music back catalogue campaigns, ensuring seamless execution and on-time delivery.
- No Excuses peaked among top albums on Spotify and Apple Music, with "ACL" reaching #1 on Apple Music Nigeria Top Charts and ranking #25 on Rolling Stone's "45 Best Afropop Songs" list.
- Coordinated release timelines, approvals, and cross-team dependencies to support chart performance and critical recognition.
- Planned and managed influencer marketing as structured project workstreams within full release campaigns for:
    - Blaqbonez — No Excuses ("Despacito" TikTok sound: 40,000+ cumulative video creations)
    - Blaqbonez — Chanel (2.5M organic TikTok video creations)
    - Blaqbonez — Big Performer (154k organic TikTok video creations)
    - Young Jonn — Elumelu (2M organic TikTok video creations)
    - Candy Bleakz — Reality (57,000 organic TikTok video creations)
    - Young Jonn — Che Che (652,800 TikTok video creations)
    - Ice Prince — Oleku (711,700 TikTok videos)
    - Firstklaz — Tsammani (455k organic TikTok video creations)
    - Young Jonn — Cash Flow (144,600k organic TikTok video creations)
    - Young Jonn — Blue Disco ("Lala" TikTok sound: 157,300 TikTok video creations + "2Factor" TikTok sound: 680,400 TikTok video creations)

- Defined scope, timelines, deliverables, and approval workflows; coordinated creators and internal teams to ensure alignment with release milestones.
- Managed delivery of multiple influencer campaigns including Sooner (Young Jonn), Emeka Dance (Blaqbonez), Bus Stop (TAR1Q), and Kere (Major AJ).
- Coordinated experiential activations such as TAR1Q's Drive & Jive and Blaqforce x Blaq Escape Room, aligning logistics, content, marketing, and partner teams.
- Tracked project progress, identified risks and bottlenecks, and resolved issues to maintain timelines across overlapping releases.
- Managed DMCA submissions and copyright compliance for digital content.

Freelancing
Lagos, Nigeria

- Led planning and execution of all content-related projects for Gimba's EP (Amince Da Tsari), coordinating creators, timelines, and deliverables across platforms.
- Managed the full production lifecycle for Gimba's Only U Visualizer from concept to final delivery, coordinating creative inputs, timelines, and approvals.
- Planned and delivered an influencer-driven TikTok campaign for TheKiddnk (Diamond), coordinating creators and timelines. Achieved 11,000+ organic user-generated creations, indicating strong execution and adoption.
- Supported end-to-end execution of the Pepsi "Big Big Tinz" Activation, coordinating influencer selection, briefing, content review, performance tracking, and reporting.

Project Coordinator / Social Media Operations Dec 2023 – May 2024
What's On Shuffle – Lagos, Nigeria

- Monitored engagement metrics and supported reporting and optimisation.
- Coordinated execution of multi-platform digital projects, managing schedules, approvals, and delivery timelines.

Project Manager March 2023 – May 2023
Unilag Got Talent – Lagos, Nigeria

- Developed project plans, timelines, and budgets; coordinated sponsors, judges, artists, staff, and volunteers.
- Managed auditions, rehearsals, live events, and post-event reporting.
- Led planning and execution of a large-scale university music competition.

EDUCATION

Bachelor of Arts, French & Integration Studies Insert date - July 2026

University of Lagos, Lagos, Nigeria

CERTIFICATION

Digital Marketing & E-commerce — Coursera 2023

VOLUNTEERING

Marketing Lead July 2026 - Present

Project Genova, Canada

- Led marketing strategy and brand positioning for youth STEM programs, driving a 40% increase in enrollment through targeted outreach campaigns, school partnerships, and data-driven social media initiatives.
- Developed and executed content marketing initiatives highlighting Mathematics, Machine Learning, and Python programs, including the launch and promotion of the (S.M.A.R.T) AI learning system to showcase innovation and student impact.
- Organised and promoted 40+ virtual and in-person workshops/hackathons, coordinating with tech volunteers and partners to increase community visibility and engagement.
- Built a data-driven marketing analytics system using Python and Google Sheets API to track attendance, engagement, and retention metrics, improving program retention by 25% through targeted follow-ups.
- Created student and parent communication strategies, producing promotional materials, newsletters, and impact reports that strengthened brand credibility and stakeholder trust.