



**THE COMMS AVENUE
CHAT WITH A COMMS PROFESSIONAL**



The
Comms
Avenue

HIGHLIGHTS FROM OLUWAYEMISI ADEKUNLE'S SESSION

I started my career unconsciously as a freelance journalist while waiting to gain admission to the university. What I thought would be a few months of waiting for admission turned into four years.

I learnt how to keep going in the face of trials and tribulations. It taught me to keep pushing. I kept freelancing as an undergraduate and that paved the way for me to get my first job immediately after my last exam in the University.

I got a job at The Quadrant Company (TQC) and that was the beginning of my career in marketing communications. From TQC, I moved into advertising as a Copywriter, working with various agencies.



STRATEGIC DECISIONS TO GROW AS A COMMS PROFESSIONAL

While working as a freelance journalist, I had a lot of time to myself. I had to go to the media house to drop my articles and because I had ample time to play with, it was easy to turn in articles everyday of the week.

On one of such days, the Editor advised me to come in everyday and see if I can learn to be a journalist. That was how I found myself going to the newspaper house everyday to plan my pages and write my articles. At that point, I was happy that I was building my career in journalism.



STRATEGIC DECISIONS TO GROW AS A COMMS PROFESSIONAL

I kept at it until I spoke with my immediate elder brother who was working in the Marketing department of BAT.

He opened my eyes to the numerous opportunities in Marketing Communications and I chose to go into Copywriting.

At this point, I decided to take life more seriously and never ever be limited by the present because life can be a great gift filled with amazing blessings neatly wrapped up in a package which can any be unwrapped by your perspective and desire for more because there's always more to discover.



EXCITING HIGHLIGHTS FROM MY CAREER

I remember the first test I wrote shortly after my last exam in the University. I was invited for a test at The Quadrant Company. It was a very exciting experience for me when I got the job.

The lowest point for me was when I had to resign from a job so I could attend to some very personal issues.

Professionally, while I was out paid employment, I kept busy by taking the necessary certifications that could enhance my career and help me get back when I chose to. This was really helpful because by the time I was ready to get back it was as if I never left.



CORE SKILLS COMMUNICATIONS PROFESSIONALS NEED

As a communications professional, the best thing you can do for yourself is to have an insatiable appetite for learning, relearning and unlearning.

It is also very important to be very creative and also have a good dose of analytical skills.

The ability to manage crisis effectively and remain composed and undaunted, even when the whole world is falling apart, is equally important.

Don't shy away from networking and being socially intelligent.

Team spirit can never be over emphasised too.

