

# Kareemah Abdulai

PR Associate

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**Kareemah Abdulai**

Lagos, Nigeria

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[LinkedIn](#)

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[Blog](#)

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## SKILLS

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**Technical Skills:** I'm proficient in the use of Zoom, Google Meet, Google Slides, Microsoft Word, and Canva for effective virtual collaboration, engaging presentations, and professional document creation.

I have strong writing skills and a talent for creating compelling content tailored to diverse audiences and mediums.

Confident and articulate public speaker, delivering engaging presentations and adapting to different audiences.

I am proficient in managing social media platforms, driving engagement, and enhancing brand presence.

**Soft Skills:** Critical Thinking, Communication, Time Management, Public Speaking, Social Media Management, Taking to Corrections, Team Player

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## EXPERIENCE

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### **ID Africa - PR & Comms Intern**

MARCH 2023 - PRESENT

- Craft creative stories to promote clients' brand goals and objectives.
- Monitor media channels for both positive and negative news related to our clients.
- Engage with the media on behalf of our clients.
- Develop engaging social media captions for clients' activities to generate awareness and excitement.

### **Media Panache Nigeria - PR Intern**

AUGUST 2022 - MARCH 2023

- Devised creative PR plans and campaigns aligned with clients' objectives.
- Led and facilitated important discussions influencing PR strategies and their execution.
- Oversaw social media page management, including copy creation and content calendar development.

### **National Association of Mass Communication Students (NAMACOS) Bowen Chapter - President**

JUNE 2021 - JULY 2022

- Coordinated and organized events for the association in collaboration with the team.
- Served as the convener for Lead Conference 2022, a multi-dimensional event promoting Finance, Tech, Media, Creativity, Social Responsibility, and more.

### **BHMG, Ikeja, Lagos State, Nigeria - HR Intern**

SEPTEMBER 2021 - DECEMBER 2021

- Contributed to the Talent and Material Management department.
- Prepared memos, announcements, letters, and other communications.
- Developed presentation slides on various topics for the organization, including Internal Communication and Stay Conversations, using Google Slides.

### **Lagos State House of Assembly, Alausa, Ikeja, Lagos State, Nigeria - PR Intern**

SEPTEMBER 2020 - NOVEMBER 2020

- Supported the Public Affairs unit in drafting Press Releases using Microsoft Word.
- Served as a facilitator for affected shop owners during the End SARS protests.

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## EDUCATION

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**Bowen University, Iwo, Osun State, Nigeria** - *B.Sc Mass Communication*  
SEPTEMBER 2018 - AUGUST 2022

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## AWARDS & CERTIFICATIONS

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Award of Service for serving as President of the NAMACOS, Bowen Chapter for the 2021/22 Academic Session.

Certificate of completion at Bright Academy Internship Experience UK 2022: On-Demand - Business, Operations & Marketing [Show Credential](#)