

**YARTEY, DARLYNTON ALBERT**  
**16, Obalipede Estate, Onikoko, Abeokuta, Ogun State**  
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## **PERSONAL DETAILS**

Date of Birth: 22nd August, 1989

Sex: Male

Marital Status: Single

## **CAREER OBJECTIVE:**

Experienced client services and media planning assistant with strong creative writing and marketing research skills and proven success in generating creative ideas as well as providing strategic and innovative solution to problems coupled with strong management, leadership, and organizational skills.

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## **SUMMARY OF QUALIFICATIONS**

- Seasoned intern experienced in media planning and marketing research.
- Verifiable track record of consistently pitching fresh ideas and a high capacity for critical and analytical thinking
- B.A Mass Communication
- Experienced team leader and member
- Strong understanding of brand management, creative techniques and media planning.

## **EDUCATION QUALIFICATION WITH DATES**

- National Youth Service Corp (Government College Ibadan) 2012-2013
- Diploma in Nigerian Institute of Public Relations (in view) 2013-2012
- Babcock University, Ilishan-Remo, Ogun State. (Mass Communication Second Class Upper Division). 2008-2012
- Faith Academy Ogun State (West African Senior School Certificate Examination) 2001-2006

## **WORK EXPERIENCE**

**Assistant Lecturer, Department of Mass Communication, Covenant University-** October 12, 2015- till date

**Client Service, Media Planning Intern, Sally Gallant Marketing Communications, Sam Ewang Estate, Idiaba, Abeokuta. Summer (May-August 2011)**

- Was required to oversee management activities of Ariya Odun and handled accounts of Airtel. On these campaigns I did the following;
- Attended and contributed to brainstorming meetings with my team
- Composed briefs to the creative department stating the objectives, dimensions and timing of the projects
- Monitored the creative process and ensured materials were delivered on time.
- Delivered dubs to broadcast houses
- Delivery of proofs to clients
- Raised production estimates

**Head Accountant, Xclusive Youth Magazine (a subsidiary of Xclusive Media) Lekki Phase1, Lagos (2010 till date)**

- Monitored the income and expenditure of the Magazine and helped in the successful publishing of the first edition.
- Wrote articles for the online version of the magazine and the print edition which was successfully published.

**Chairman Electorate, Mass Communication Students' Association Babcock University, Ilishan, Ogun state. (2011/2012 Session)**

- Planned and executed a successful election program for the 350 members of the association.

## **HOBBIES:**

Watching and reading informative programs and articles.

## **NYSC STATUS:**

National Youth Service Corps in view (October 2013)

English teacher at Government College Ibadan, Ibadan.

**PERSONAL AND PROFESSIONAL ATTRIBUTES:**

Goal Oriented

Good Marketing and Communication skills

Good team leader and player

Ability to handle tasking demands with little or no supervision

Good use of the Social Media

Excellent knowledge of Microsoft Word, Power Point

Very internet Savy.

**REFERRS**

**ELDER D.W ATSU**

Group Managing Director,

Obasanjo Holdings Limited.

08129901000.

**DR. KAYODE AJILORE**

HOD, Mass Communication,

Babcock University.

08055134044.

**DR. ODUN ADEKOYA**

Lecturer, Babcock University.

08034013878.

