

Joy
Ngwolo



PR Consultant/ Photographer

About Me

I am a talented PR professional with a passion for building strong brands and connecting them with their audiences.

With six years experience in sales, journalism, content strategy and photography, I have a strong understanding of the power of effective communication.

Through my innovative PR strategies, I position Nigerian brands in the global space.

Educational Background

2013-2016



B.A Communication and Language Arts
2nd class Upper Division

Skills

- Content strategy
- Content Management
- Email Marketing
- Media Relations
- Stakeholder Management
- Photography

Work Experience

Accelerating Renewable Energy Adoption in Nigeria: Legal Framework, Fiscal Incentives, and Practical Solutions.

Role - Content creation, media relations, and post-event follow-up.

- **Description:**The event was aimed at exploring the obstacles to accessing renewable energy in Nigeria and providing insights on challenges and achievements in neighbouring African nations. It also covered the regulatory landscape influencing renewable energy projects, financial advantages, business prospects, incentives for green energy initiatives, and actionable strategies for successful adoption.
- **Target Audience:** Energy industry stakeholders, business owners, investors, government officials, and environmental sustainability enthusiasts.

Key Strategies

- Developed a comprehensive social media plan with timelines and deliverables.
- Identified key messaging and tailored content for various audiences.
- Utilised multiple channels: press releases, social media, email newsletters, and website updates.

Results

- Increased event awareness and registration
- Recorded 50% attendance of registered participants
- Collated data of prospective clients for the organisation
- Recorded participation from attendees across Africa and beyond
- Positive feedback from attendees after the event

Work samples

SSK Webinar Series

It's Today

Accelerating Renewable Energy Adoption in Nigeria: Legal Framework, Fiscal Incentives, and Practical Solutions

Date / Time: 26th July, 2024 | 10:00 a.m. **Zoom**

Register: <https://bit.ly/SSKWebinarSeries>

2 days to go

3 days to go

Accelerating Renewable Energy Adoption in Nigeria: Legal Framework, Fiscal Incentives, and Practical Solutions

Date / Time: 26th July, 2024 | 10:00 a.m. **Zoom**

Register: <https://bit.ly/SSKWebinarSeries>

Did you know?

The World Bank estimates that "35 million Nigerians do not have access to grid electricity"; this represents 43% of the country's population and makes Nigeria the country with the largest energy access deficit in the world.

The Association of Nigerian Electricity Distributors believes that Nigeria currently requires 30,000 megawatts so there are huge opportunities for renewable energy in Nigeria.

Renewable energy for on-grid and off-grid solutions will go a long way in closing the gap between the demand and supply of electricity.

Speaker: **Chiagozie Hilary-Nwokonko**, Senior Partner, StreamSowers & Köhn

Guest Speaker: **Abraham Mohammed**, Co-founder & CEO, Rana Energy

BUSINESS DAY

StreamSowers & Köhn to examine renewable energy adoption in Nigeria

Folake Balogun - July 22, 2024

Webinar Performance Comparison

Description	2023 CCG Webinar	2024 ENR Webinar
Registered Participants	509	498
Actual Attendance	227	268
Attendance %	45	54
Actual Duration (minutes)	128	120
No. of Questions Asked	10	32
No. of Post-Webinar Survey Responses	57	48

Webinar Registration/Attendee Report

	No. of Registrants	No. of Attendees

Work Experience

The Iconic Brand Conference/Awards

Role - Guest listing, Planning of the Press Conference, Media strategy and Oversight of the media team

Description: TIBA Conference and awards was organised to educate Nigerians on the merits of building themselves into brands capable of impacting them and the country in positive ways. High performing personal and corporate brands were also recognized for their contributions to the nation's bra

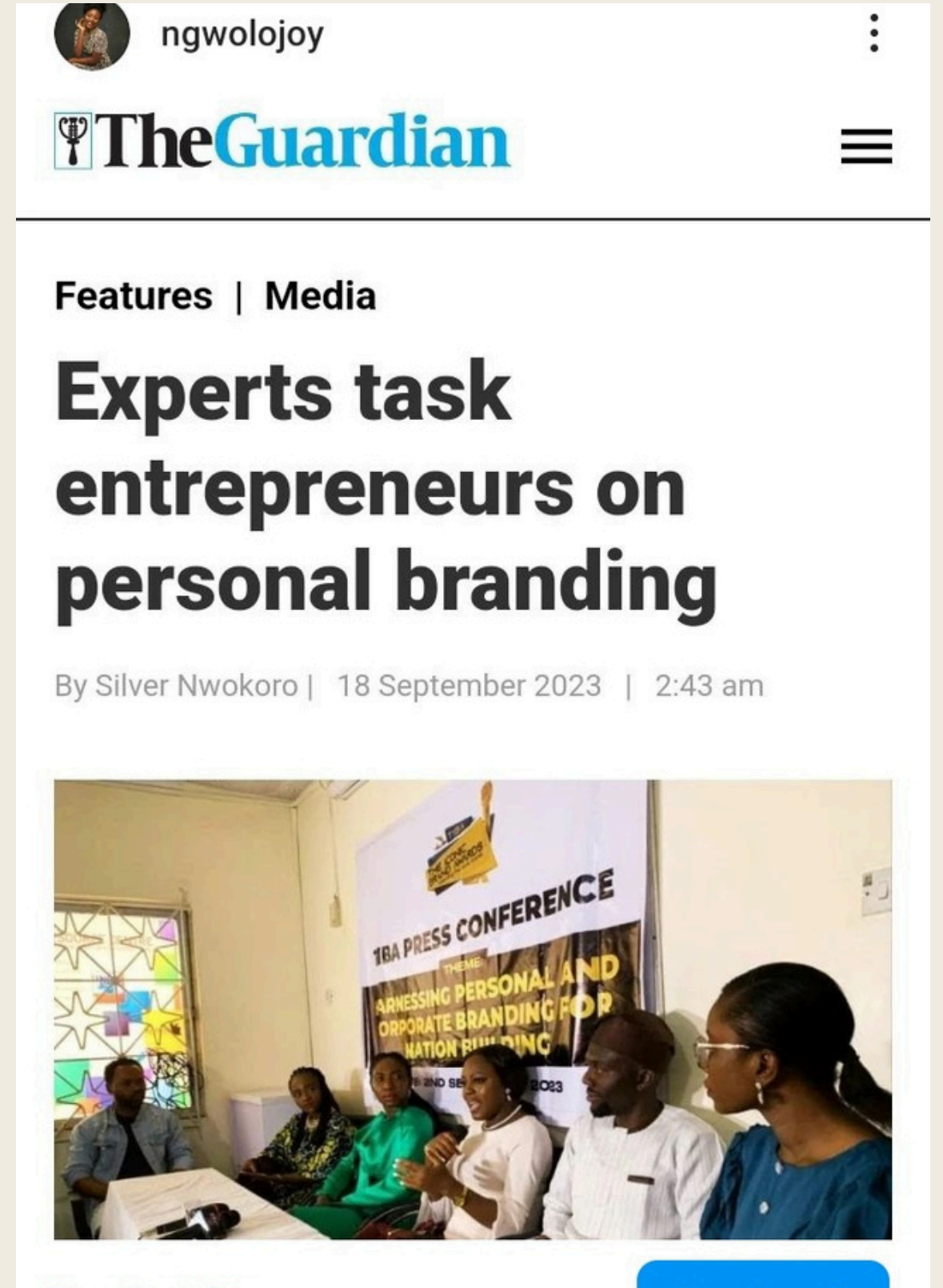
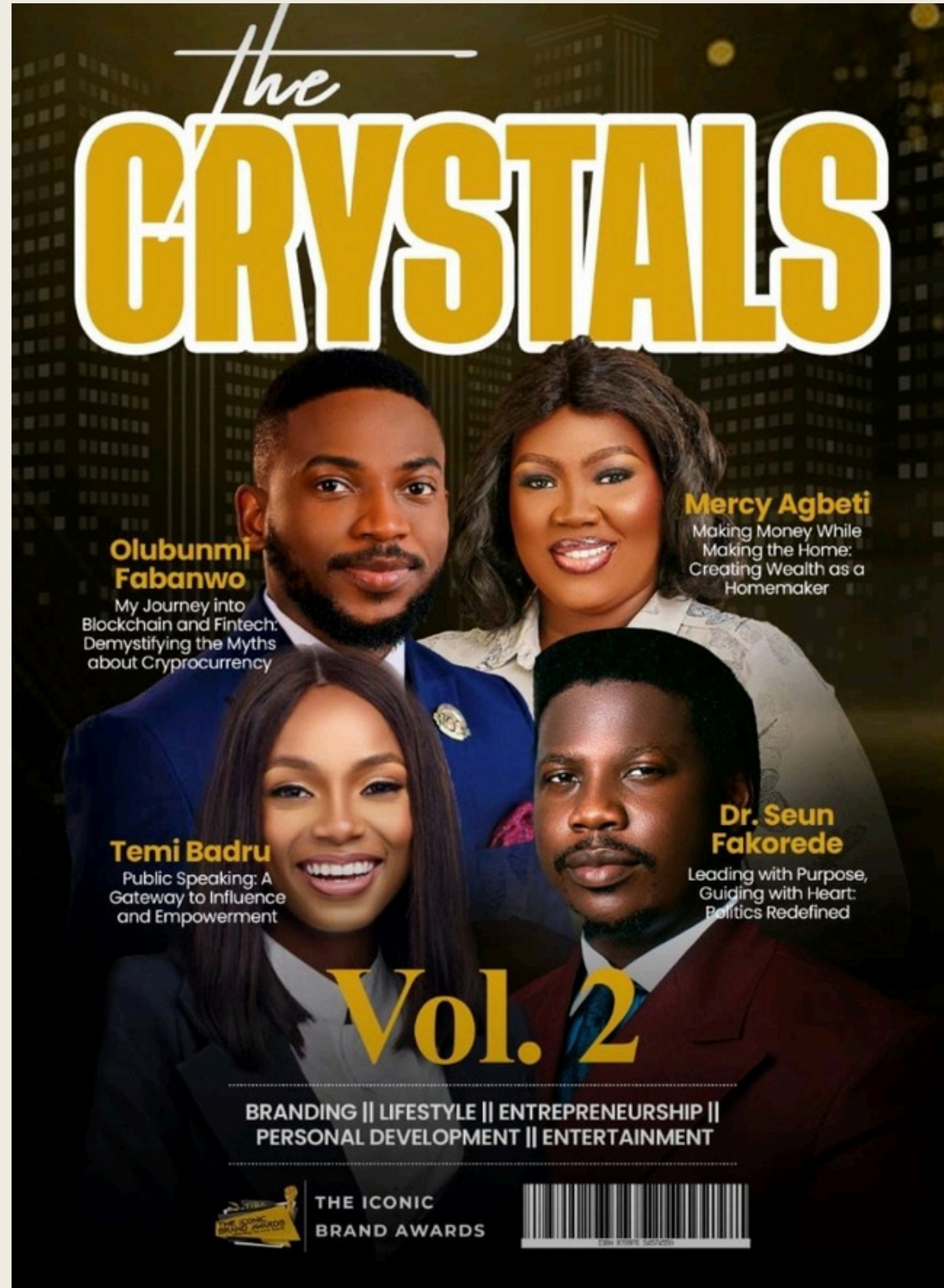
Key strategies

- Paid courtesy visits to industry stakeholders to seek their partnership for the event
- Organized a press conference
- Rebranded the event magazine
- Co-ordinated high profile guests at the event

Results

- Increased brand awareness and credibility
- Increase in magazine sales

Work samples



Work Experience

- Lagos Finance Conference
- Ibadan Finance Conference
- Osun Finance Conference

Location - Lagos, Ibadan and Osun conference

Role - Media Relations

Key strategies

- Developed press releases to be distributed to the various media platforms
- Engaged journalists to attend and cover the event



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Let's Work
Together

LinkedIn link
[Click here](#)

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