

AKINWALE FAYEMIRO

MEDIA & MARKETING PROFESSIONAL

PORTFOLIO: WWW.AKINWALEFAYE.COM

AKINWALEFAYE@GMAIL.COM || WWW.LINKEDIN.COM/IN/AKINWALE-FAYEMIRO/ || 07342351763

PROFESSIONAL SUMMARY

A media and marketing professional, with a focus on documentary filmmaking and the performing arts. Since joining the BBC, I've developed a blend of creative flexibility and an appreciation for working within structured teams. I enjoy telling stories that connect people to brands through campaigns, content, and live projects. Furthermore, I support performing artists and organisations in reaching real audiences and turning creative ideas into meaningful experiences.

EXPERIENCE

BBC SCOTTISH SYMPHONY ORCHESTRA, UK

Marketing Coordinator | 2023 - Present

Supports the overall development and delivery of marketing campaigns. Additionally, assists in cross-team coordination across creative, media, social, and communications to ensure campaign tactics are integrated across the teams for timely and integrated delivery across the team. Also, manages all social media accounts, the website, and digital channels for the orchestra.

Orchestra Management Assistant | 2023

Involved in orchestral production, content editing, marketing, and management within the BBC, with a focus on orchestral broadcasting, production, arts management, and marketing.

Collaborated with "The L.A.B Scotland" for the BBC on an outreach project designed to develop digital media literacy within Scotland, working with a diverse range of groups to help create content.

BBC STUDIOS, GLASGOW

Development Researcher | 2025

Collaborated with the development team to create innovative, diverse TV content, transforming cultural and historical ideas into standout specialist factual programming.

BBC SCOTLAND

Audience Team | 2023

Co-ordinated with the Production crew to produce 14 days of live and pre-recorded radio programs for BBC at the Edinburgh Festivals "The Fringe", which is a coverage of live shows.

UNIVERSITY OF STIRLING

Social Media Ambassador | 2022

Created and produced highly engaging social media contents for University of Stirling's official digital channels, with over 200,000 subscribers across all platforms; including Youtube, Instagram, Twitter, Facebook, and TikTok.

EDUCATION

UNIVERSITY OF STIRLING, UK

MSc. Digital Media and Communications | 2022 - 2023

Recipient: Stirling Award (Postgraduate)

Video Production, Visual Communication Design, Digital Marketing and Data Technology, Research Methods, and Digital Project.

These courses introduced industry-standard software and tools, comprising of Adobe Premiere Pro, Adobe Audition, Illustrator, After Effects, Photoshop, Power BI and Google Analytics, Sony FS6, and Avid media composer.

OBAFEMI AWOLowo UNIVERSITY

MBA, Production & Operations Management | 2019 - 2021

Production Management, Decision & Risk Analysis, Managerial Economics, Quantitative Methods for Management, Marketing Management, Organisational Theory and Behaviour, General Concept of Accounting, Corporate Finance, Management Theory, Macro Economics, Environment of Business, and Operations Management.

BSc, Economics | 2010 - 2014

Micro and Macro Economics, Developmental Economics, Statistical Theories, Public Finance, Monetary Economics, Business Law, Financial Accounting, Management.

VOLUNTEERING

UP2US

Board Trustee

Supporting initiatives that improve life chances and well-being for young people, including justice-involved young women, while providing strategic oversight and strong governance to ensure the charity remains aligned with its mission, values, and legal responsibilities.

TOOLS & TECHNOLOGIES

- Adobe Suite: Premiere Pro, After Effects, InDesign, Photoshop, Illustrator, Lightroom & Audition.
- Sony FX6.
- Canva.
- CapCut.
- Microsoft 365: Outlook, Teams, Excel, Word, and PowerPoint.
- WordPress & FileZilla.
- EAVIS, iSite, iBroadcast.

PROFESSIONAL SKILLS

- Documentary filmmaking, content production, and editing.
- Digital marketing and social media management.
- Website management.
- Broadcast media production.