

# Chike Walter Duru, Ph.D

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## SUMMARY

A strategic communications leader with nearly two decades of experience enhancing brand recognition, improving corporate communications, and achieving substantial results. Specializing in Public Relations, Impact Story Telling, and Cross-Regional Communications. A partner with global corporations to navigate complex communication challenges, especially in high-impact regions such as Africa and Europe.

- **Leadership in Communication Strategies:** Led communications at a national and global scale for UNOCHA and the World Bank, increasing visibility by 40% and engagement by 30%.
- **Media Relations Expertise:** At UNOCHA, developed media relations that led to a 30% increase in media coverage and visibility; the Office of the Governor and The World bank- improved media relations by 30%.
- **Global Stakeholder Collaboration:** Managed stakeholder relationships across Africa and Europe, particularly with the British Council, The World Bank, and UNOCHA, driving engagement by 30%.
- **Digital and Traditional Media Campaigns:** Managed multimedia content and campaigns across digital and traditional channels at UNOCHA, improving public awareness by 25%.
- **Crisis and Issue Management:** Experience with crisis management at the World Bank/FGN, The British Council, and the Office of the Governor, mitigating issues and misinformation by up to 35%.

## COMPETENCIES

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|-------------------------------------|----------------------------------|
| ● Media Relations                   | ● Analytics and Reporting        |
| ● Content Creation and Messaging    | ● Cross-Cultural Communications  |
| ● Communication Research            | ● Crisis Communications          |
| ● Internal & External Communication | ● Public Speaking & Presentation |

## PROFESSIONAL EXPERIENCE

**National Public Information Specialist** | Aug 2024 – September 15 2025

United Nations Office for the Coordination of Humanitarian Affairs (UNOCHA) Nigeria

- Lead external and internal communications efforts, crafting and delivering key humanitarian messages to diverse stakeholders.
- Organize media field trips and high-profile press events, strengthening outreach initiatives to crisis-affected regions such as Borno, Yobe, and Adamawa States.
- Maintain and expand relationships with national and international media outlets, raising the visibility of UNOCHA's efforts and increasing media coverage by 30%.
- Oversee the production and distribution of multimedia content, enhancing public awareness of humanitarian efforts and achieving a 20% increase in audience engagement.
- Led social media campaigns and maintained digital platforms, resulting in a 25% growth in social media presence.

**Lead, Communications** | Nov 2021 - July 2024

World Bank/FGN- Nigeria Digital ID4D Project

### Key Achievements

- Spearheaded communication strategies for internal, external, and public affairs, raising the project's visibility by 40% across multiple regions.
- Led crisis communication efforts, ensuring swift and accurate responses, which reduced reputational risks by 25%.
- Boosted media partnerships and online engagement by 50% through strategic media relations and digital campaigns.
- Developed and implemented comprehensive communication strategies that improved brand visibility by 25% and increased stakeholder engagement by 30%.

#### *External Communications and Public Affairs Leadership*

- Led strategic communications across Africa and Europe, implementing cohesive external, internal, public affairs, and regulatory communications plans, resulting in a 40% increase in stakeholder engagement and visibility.
- Served as the spokesperson for high-profile projects, ensuring a consistent public image and positioning key initiatives at the forefront of public and media attention.
- Advised on communications strategies that enhanced internal and external messaging effectiveness, improving communication performance by 15%.
- Secured high-profile speaking opportunities for executives, elevating organizational visibility and increasing awareness by 30%.
- Enhanced digital presence, driving a 50% boost in new media engagement through optimized content and campaign strategies.
- Maintained regular website updates, resulting in a 15% rise in traffic and audience interaction.

#### *PR & Communication Strategy Leadership*

- Spearheaded cross-regional media relations, fostering relationships with key journalists and editors, resulting in a 30% increase in media partnerships and earned coverage across Africa and Europe.
- Developed and executed comprehensive PR and communication strategies, resulting in a 25% rise in media coverage and a 15% increase in brand visibility across diverse markets.
- Crafted communication work plans aligned with organizational goals, reducing response time by 20% and ensuring streamlined communications across internal teams.
- Led internal communications efforts, producing newsletters, intranet content, and team updates that improved internal engagement by 15%.
- Delivered timely updates to key stakeholders, including government agencies and partners, ensuring a 40% reduction in information dissemination time.
- Managed and led a multi-regional communications team, including both in-house staff and consultants.

#### *Crisis Communication and Leadership*

- Proactively managed crisis communications across diverse regions, reducing response time by 25% while safeguarding organizational reputation during high-risk situations.
- Enhanced executive presentations at key events, resulting in a 20% increase in audience engagement through tailored messaging and crisis preparedness.

#### *Stakeholder Relationship Management and Outreach*

- Established and sustained strong relationships with media outlets, government officials, industry influencers, and community leaders, ensuring effective information exchange and fostering productive partnerships.
- Collaborated with cross-functional communication teams and external partners to facilitate seamless information flow and alignment of communication goals across geographies.
- Issued strategic press releases and statements, keeping the public and key stakeholders informed on major project developments, contributing to a 20% increase in engagement and positive sentiment.

#### *Content Creation and Engagement*

- Directed the creation of high-quality content for external communications, including press releases, social media campaigns, and opinion articles, increasing online engagement by 20%.
- Ensured content alignment with organizational goals, reinforcing the company's brand identity and messaging objectives across regions.

#### *Digital Communications & Marketing*

- Deployed AI-driven tools for graphic design, content creation, and digital marketing, enhancing visual communication strategies and boosting digital engagement by 25%.
- Increased project visibility and market presence, resulting in a 10% increase in brand recognition and regional partnerships through targeted digital marketing campaigns.

## **Lead Communications & Advocacy Consultant (Part-Time) | Mar 2018 - Jan 2022**

British Council/EU - Rule of Law & Anti-Corruption (RoLAC)

### Key Achievements

- Designed and implemented communication strategies that enhanced program visibility by 25% and increased stakeholder engagement across Africa and Europe by 30%.
- Collaborated with government authorities to ensure compliance with communication protocols, strengthening cross-regional partnerships and media relations.
- Led FOI Act training for state and non-state actors, improving knowledge by 40%, increasing awareness and utilization, and enhancing transparency & accountability.
- Collaborated with the Federal Ministry of Justice for an FOI Implementation and Compliance Assessment at the federal and state levels, ensuring compliance and effectiveness.

## **Senior Special Assistant, Media & Communications | Jun 2019 - Jan 2020**

Office of the Governor of Imo State

- Developed and executed public relations strategies that improved media coverage by 30%, supporting government programs and enhancing public awareness by 40%.
- Led crisis communication strategies that mitigated misinformation by 35%, strengthening the government's public image.
- Effectively managed the Deputy Governor's communication through the implementation of strategic communication activities, resulting in a 20% increase in communication effectiveness.
- Strengthened government-media relations through regular engagements, proactive communication, and a participatory media approach, leading to a 25% improvement in positive media coverage.
- Enhanced the media visibility of the Deputy Governor through timely and strategic use of public relations tools, achieving a 30% increase in media appearances.

### *Misrepresentation and Rumor Management*

- Reduced misrepresentation of government activities by 25% through targeted content generation and dissemination.
- Managed rumors and misinformation, decreasing false information circulation by 35% via regular media and citizen engagement sessions.

### *Engagement and Advocacy*

- Established two-way communication between government and citizens through live broadcasts and interactive programs, boosting citizen engagement by 40%.
- Increased program support by 25% through strategic advocacy and proactive communication, minimizing negative publicity.

### *Public Relations and Media Relations*

- Improved public understanding of government initiatives by 30% through media monitoring, interviews, and public presentations.
- Ensured effective message delivery by writing speeches for the Governor and Deputy Governor.

### *Stakeholder Engagement and Partnerships*

- Built relationships with media professionals, securing positive coverage and quick information dissemination.
- Increased citizen participation by 54% through key partnerships and public relations strategies.

### *Leadership and Team Management*

- Led a 27-member communications team, enhancing productivity and cohesion through effective leadership and training.
- Collaborated with the Deputy Governor, streamlining communication strategies and supporting governance operations.

## **Media & Communications Consultant | Jan 2012 - Apr 2017**

British Council - Justice for All

### Key Achievements

- Led strategic media relations campaigns across Africa and Europe, boosting program visibility by 80%.
- Organized press briefings, debates, and advocacy campaigns that resulted in a 25% increase in public support and program effectiveness.

### *Strategic Communication Leadership*

- Coordinated media legislative advocacy efforts by developing and implementing strategic communication activities, enhancing programme effectiveness by 30%.
- Led the design, development, and management of public affairs and public awareness communications programmes, achieving a 25% increase in stakeholder engagement and awareness.
- Developed and implemented the Communication Strategy for the J4A Programme, ensuring effective communication planning and execution.
- Improved the capacity of media and civil society stakeholders on anti-corruption and governance initiatives, addressing knowledge gaps and fostering better governance practices.
- Conducted daily media monitoring and response, generating comprehensive reports and ensuring timely information dissemination.
- Coordinated the Media and Publicity Unit of the organisation, managing media campaigns and media engagement activities.

### *Media and Public Relations*

- Organized press briefings, conferences, and anti-corruption public debates, increasing public demand for improved performance and oversight of anti-corruption agencies by 80%.
- Facilitated media coverage of stakeholders' roundtables and legislative retreats, leading to an 80% increase in program visibility.
- Coordinated the production of a monthly "J4A in the Media" report, enhancing programme monitoring and evaluation.
- Cultivated a network of media and communication professionals, securing positive coverage and facilitating quick information dissemination.
- Devised public relations strategies to engage and influence the public, contributing to the achievement of program objectives.

### *Capacity Building and Training*

- Closed knowledge gaps through capacity needs assessment and the delivery of well-researched training content, ensuring a 40% improvement in stakeholder knowledge.
- Collaborated with partners and media organizations to organize periodic media roundtables on relevant national issues, strengthening institutional mechanisms for addressing them.

### *Legislative Impact and Partnerships*

- Initiated two key partnerships resulting in the passage of key legislation, advancing program objectives.
- Facilitated monthly media review of anti-corruption-related international cooperation instruments, increasing opportunities for Nigeria's ratification and compliance.
- Improved the program's annual performance appraisal by 50%, demonstrating significant program impact.
- Created multimedia presentations and infographics to enhance stakeholder understanding and engagement.
- Worked closely with the Component 3 team to maintain optimum communication levels for effective program delivery.

### **Niger Delta Standard Newspaper**

**Assistant Editor** | Mar 2006 - Dec 2011

**Political Editor** | Oct 2008 - Dec 2009

**Correspondent** | Mar 2006 - Sept 2008

- Streamlined content development processes and increased publication subject matter by implementing efficient brainstorming and storyboarding, resulting in a 20% expansion in content variety.

- Managed a team of 43 reporters, assigning and overseeing article assignments, and providing concise and constructive editorial feedback, leading to a 15% increase in content quality.
- Collaborated with specialists and creative teams to produce engaging content for multiple platforms, achieving a 25% growth in audience engagement.
- Managed Grievance and Conflict in/with Niger Delta Communities as Ombudsman
- Led partnerships with NGOs and CBOs that deepened community stakeholder engagement, especially, Oil Pipeline Communities in the Niger Delta Region.

## TEACHING EXPERIENCE

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**Associate Professor of Mass Communication** | January 2022 – June 2024

Prime University, Abuja

- Leading teaching and research in mass communication, driving student engagement & research output.

**Assistant Professor, Communications & Multimedia Design** | Feb 2020 - Nov 2021

American University of Nigeria (AUN)

- Taught undergraduate and graduate courses in communication, influencing 200+ students annually with a 95% course completion rate.

**Lecturer 1, Department of Mass Communication** | Jan 2017 - Sept 2019

Madonna University

- Revitalized the university's communication studies journal and established a student chapter of the Nigerian Institute of Public Relations.

## Certifications & Training

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|---|--|
| • Member, Nigerian Institute of Public Relations (MNIPR)  | • Records and Information Management   |
| • Associate, Advertising Practitioners Council of Nigeria (APCON)   | • I know Gender: an introduction to Gender Equality for UN Staff                 |
| • Member, Nigeria Union of Journalists  | • UN Human Rights Responsibilities   |
| • Innovative Digital Entrepreneurship Academy (IDEA) – A 2-month Professional Certificate Course in Digital Marketing with AI | • Preventing Fraud and Corruption at the United Nations                          |
| • Ethics and Integrity at the United Nations – EN   | • Information Security Awareness - Assessment Certification                      |
| • United to Respect: Preventing Sexual Harassment and Other Prohibited Conduct  | • Member, African Council for Communication Education (ACCE)                     |
| • Information Security Awareness - Foundational & Assessment  | • Member, Association of Media and Communication Researchers of Nigeria (AMCRON) |
| • Prevention of Sexual Exploitation and Abuse   | • ACCE CoP, 20th National Conference, Lagos Business School (2018)               |
|   | • Center for Unity, Conflict Resolution and Development CoCA (2019)              |

## EDUCATION

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- Doctor of Philosophy (Ph.D) in Mass Communication, University of Uyo, August **2016**
- M.A. in Mass Communication, University of Nigeria, March **2009**
- Bachelor of Science in Mass Communication, Imo State University, April **2003**