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Contact Me



Hello Everyone.

I'M SUZINETTE AGAZIE

MARKETING COMMS



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About Me

A seasoned marketing and communications professional with over 15 years of experience in crafting compelling narratives and driving brand growth. Passionate about creating innovative experiences that resonate with audiences. Skilled in strategic planning, creative execution, and project management. Proven track record in delivering impactful campaigns across various channels, including digital, print, and experiential.

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Recents Projects



PRODUCTION

2022



EMAIL MARKETING

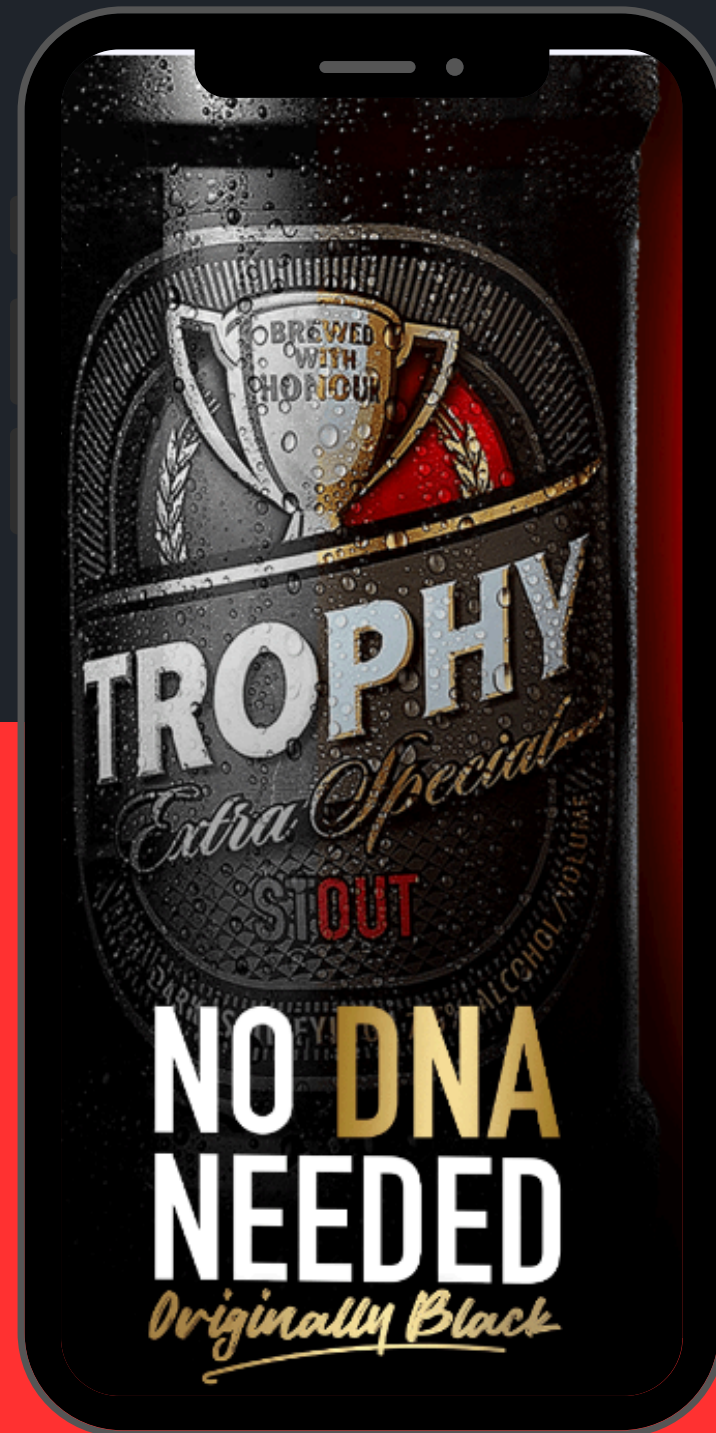
2023



WEBSITE DESIGN

2024

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<https://bit.ly/3Uo3Bde>



Marketing Communication

BREWERY

As the first-ever Associate Creative Director and Team Lead of the Mar Comms unit at AB InBev Nigeria, I spearheaded the marketing communication efforts for three key brands (one of them being the flagship stout brand, Trophy Stout). And doubled as the copywriter for the brands. .

I successfully reduced marketing costs by over 45% while simultaneously increasing brand salience by 30%. My contributions included developing and executing creative campaigns, managing a diverse team, managing the brands social media platforms and advertising, coordinating internal productions, plus providing strategic insights to drive brand growth.

Trophy Extra Special Stout



PODCAST

To introduce the No DNA Camapign

Wrote the script for the podcast oversaw the creation of the merchandise for the venue branding.

<https://bit.ly/3YrPPHI>



TROPHY EXTRA SPECIAL BAND

Live Band Show

Came up with the scripts for the behind the scene activities, online games, end of each episode question, and the song genre for teh band to perform with the shows SOP. Also oversaw the digital campaign and wrote it's copy.

<https://bit.ly/4fhhlyk>

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Email Marketing

TECH

As a copywriter for Book Your Block, a cutting-edge sports booking platform, I played a pivotal role in the redesign of their website. I developed engaging copy that clearly communicated the platform's unique features and benefits. Additionally, I spearheaded the design of the website, ensuring a visually appealing and user-friendly experience.

To introduce innovative features and generate excitement, I crafted compelling email campaigns that highlighted the platform's value proposition. Furthermore, I wrote an insightful article for SportsEvents magazine, a prestigious US publication, showcasing Book Your Block's innovative approach to sports booking and its potential to revolutionize the industry.

<https://bit.ly/44Ky4pd>

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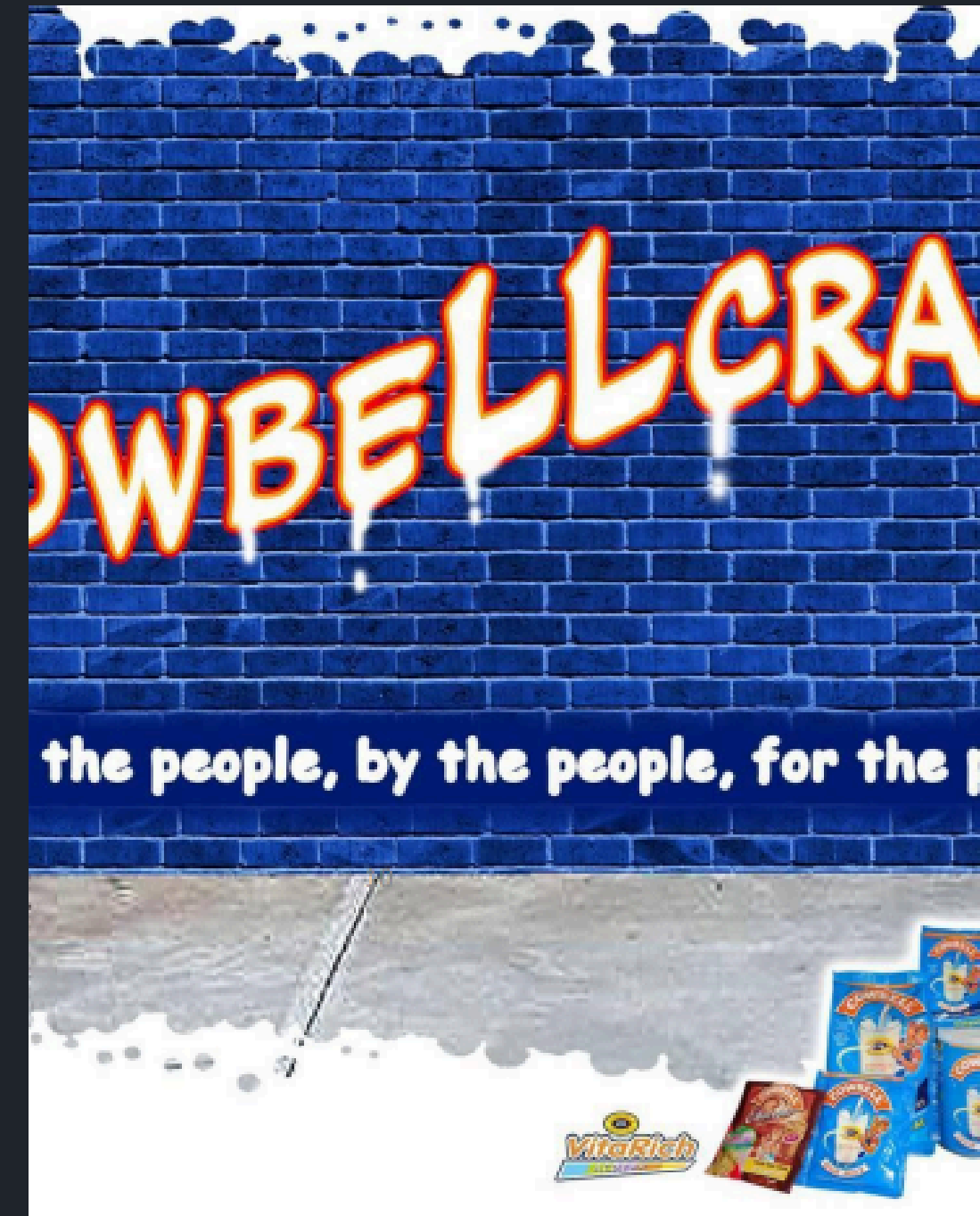
A Grand Prix LAIF Award-Winning Campaign:

Cobell Milk Cowbellocracy Camapiagn

Cowbell Milk faced a significant challenge: it was primarily perceived as a brand for the lower class. To elevate the brand's image and appeal to a wider audience, particularly the youth, we developed a campaign that capitalized on the upcoming national elections.

By positioning Cowbell Milk as "The Milk for the People," we successfully challenged the existing perception and associated the brand with progress and unity. A catchy jingle, infused with Afro-Hip-Hop elements and a popular local phrase, further reinforced the brand's trendy and relatable image. This campaign resulted in a significant surge in sales and a 65% increase in brand awareness across Nigeria.

<https://bit.ly/3AcJkk5> →



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A Gold and Silver LAIF Award-Winning Campaign:

Glo Text for Millions

To boost sales and expand its customer base, Glo (Telecomms) launched a series of annual campaigns targeting diverse audience segments. The "Text for Millions" campaign specifically aimed to engage the middle and lower-class segments, who often underutilized their mobile services.

To increase awareness and drive engagement, we leveraged the cultural phenomenon of "Money Heist" and incorporated elements from the classic film "Airplane!" to create a compelling narrative. The campaign centered around a group attempting to break into a vault, with only one successful in doing so through text messaging. This creative approach resonated with the target audience, ultimately leading to the campaign's success and recognition with Gold and Silver LIAF Awards.

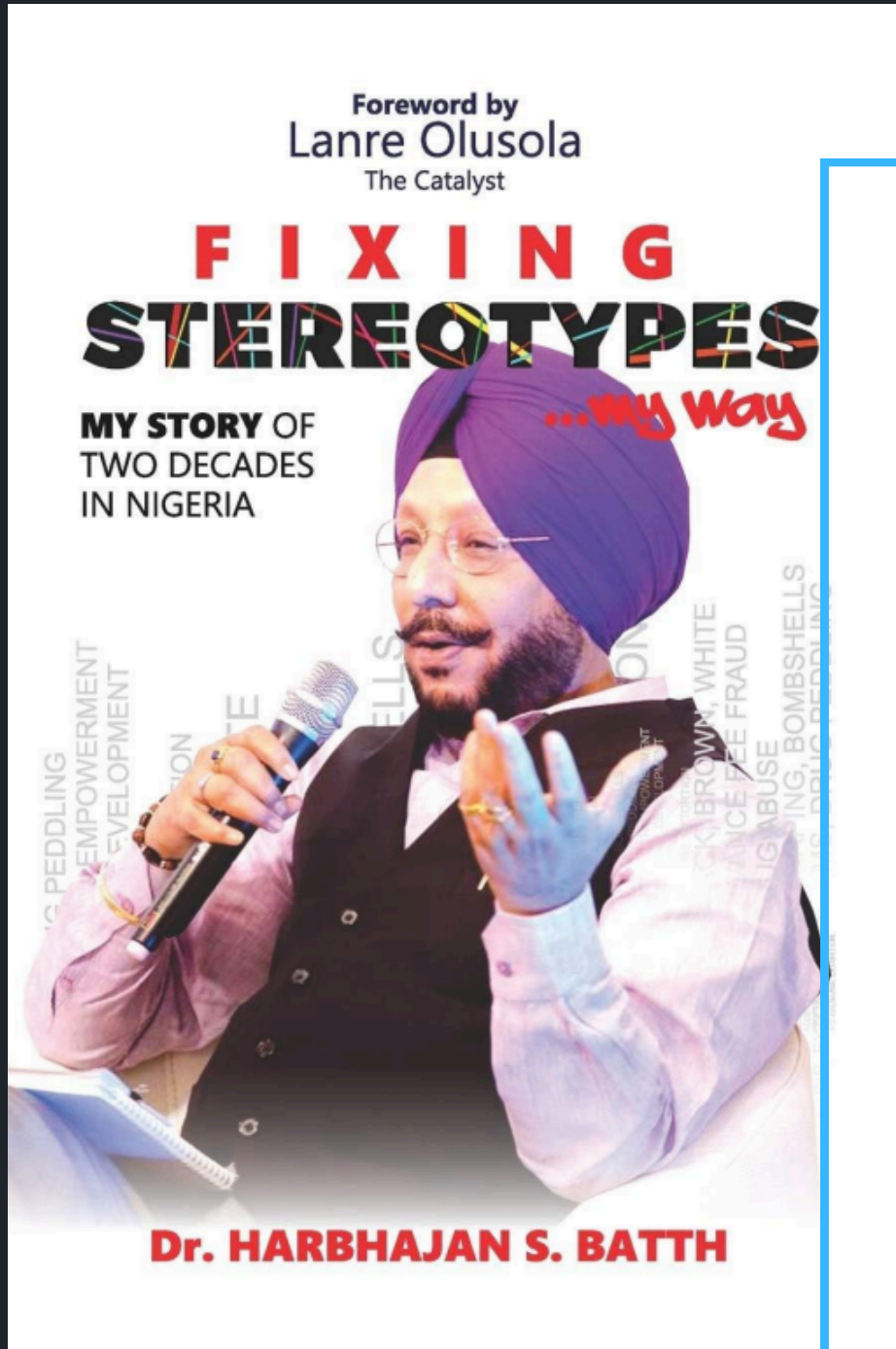
<https://bit.ly/3C2BWZ6> →



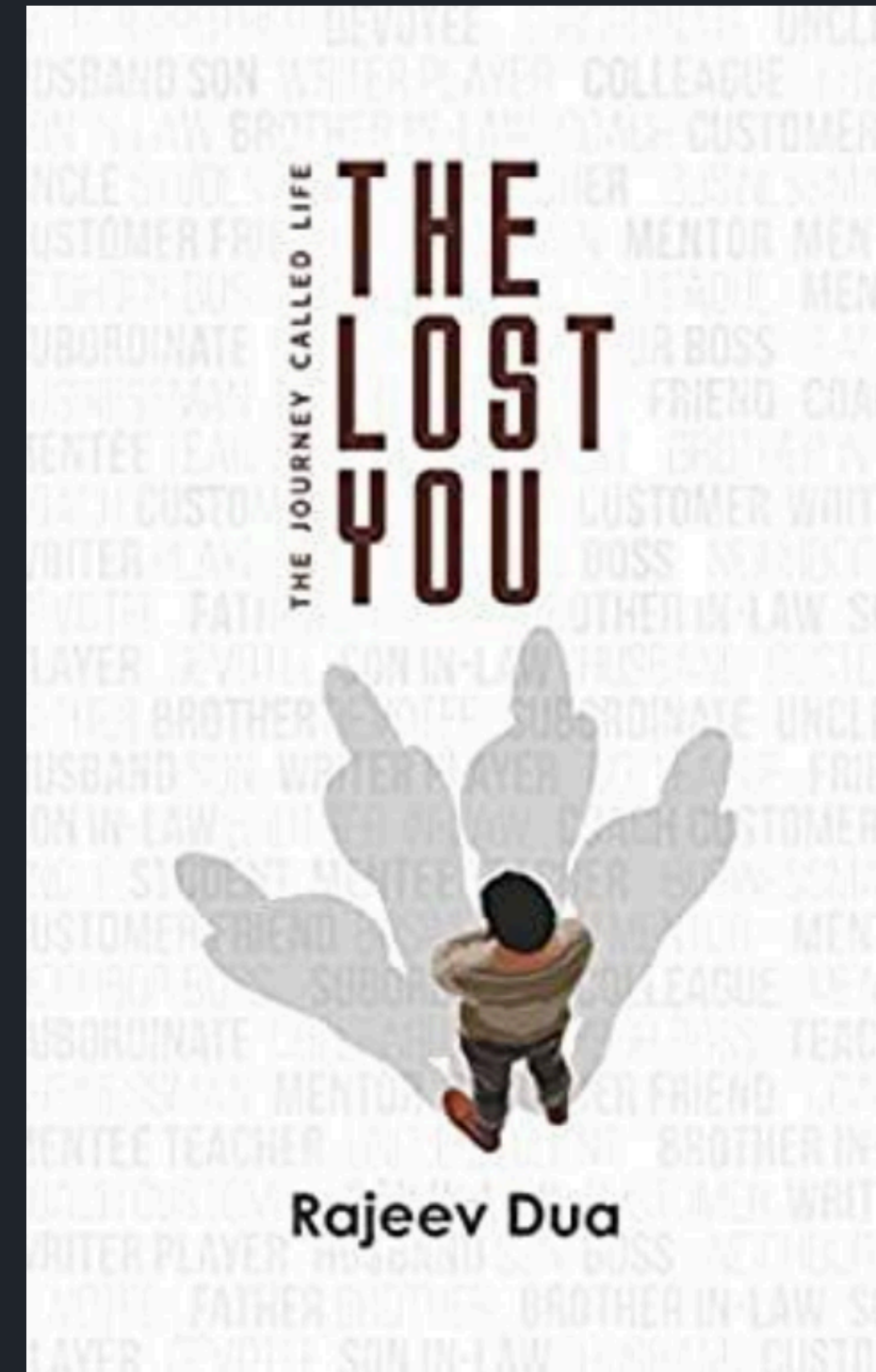
A promotional poster for the 'Text for Millions' campaign. It features a boxer in a blue uniform and black helmet, holding a smartphone that displays 'Text WIN to 555'. The background shows a vault door with a large pile of money. Text on the poster includes 'glo text4millions', 'Unlock your Riches', 'WIN N15 Million Grand Prize N5 Million Weekly', 'N50,000 daily x 10 Winners', 'Text WIN to 555', '(Each text cost N100)', 'The more text you send, the better your chances', 'This promo lasts for 300 days. Terms and conditions apply.', and the 'glo Unlimited' logo. A '10 Celebrating You' badge is also visible in the top right corner.

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Co-Author



As a collaborative writer on "Fixing Stereotypes...My Way," I played a pivotal role in bringing Dr. Batth's compelling narrative to life. I contributed significantly to the book by writing several chapters, including those focused on the Nigerian media landscape. Moreover, I proposed the inclusion of personal anecdotes from friends and acquaintances, adding depth and authenticity to the storytelling. This collaborative approach ensured a well-rounded and engaging narrative.



As a co-writer of "The Lost You, The Journey Called Life," I collaborated with Rajeev Dua to bring his insightful ideas to life. By transforming his philosophical musings into compelling narratives, we created a book that inspires readers to embark on a journey of self-discovery. This collaborative effort allowed me to delve into profound themes of identity, purpose, and the human experience, ultimately enriching my own life as well.

Achievements

WINNING CAMPAIGNS

- ✓ Glo Text For Millions Campaign 2014
- ✓ SFH Gold Circle Flex Condom Campaign 2013
- ✓ Cowbell Milk Cowbellocracy Campaign 2011

DELTA STATE SCHOLARSHIP

Awarded to 5 esteemed females from Delta State to study at the prestigious Pan Atlantic University's School of Media and Communication.

CHERIE BLAIR FOUNDATION FOR WOMEN SCHOLARSHIP

Aawarded to women entrepreneur to take part in the Road To Growth program at the Enterprise Development Center, Lagos.

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2024 Portfolio Suziette Agazie

THANK YOU

A dynamic marketing communication expert who has had roles across various units in marketing. And have worked for various industries to include tech, finance and FMCG.

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