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# Marcus Okonkwo

JUNIOR COMMUNICATIONS OFFICER

## PROFILE

Communications graduate from Birmingham City University with experience in internal comms, content writing, and stakeholder engagement across the charity and public sectors. Completed a **6 month placement** at a Birmingham-based housing association where I produced content reaching **15,000+ tenants**. Managed the university Students' Union newsletter distributed to **8,000 students** weekly. Confident in writing clear, accessible copy for diverse audiences.

## EDUCATION

### BA (Hons) Media and Communication in Media and Communication

Birmingham City University, Birmingham  
Sep 2022 – Jul 2025

## SKILLS

- Internal Communications
- Content Writing
- Social Media Management
- Press Release Writing
- Newsletter Production
- Stakeholder Engagement
- Mailchimp
- Canva
- WordPress
- Microsoft Office
- Copyediting
- Plain English Writing

## LANGUAGES

- English - Native
- Igbo - Conversational

## REFERENCES

### Sarah Begum

Head of Communications, Midland Heart Housing Association  
sarah.begum@midlandheart.org.uk, +44 7700 900 661

## EXPERIENCE

**Communications Placement**, Midland Heart Housing Association, Birmingham *Jun 2025 – Nov 2025*  
Supported the communications team on internal and external messaging for a housing association managing 33,000 homes.

- Wrote and distributed **18 tenant newsletters** reaching **15,000+ households** across the West Midlands
- Created **40 social media posts** per month across Facebook, Twitter/X, and LinkedIn, increasing engagement by **28%**
- Drafted **6 press releases** on new housing developments, securing coverage in **Birmingham Live** and **Inside Housing**
- Supported the production of the annual report, writing **4 case studies** featuring tenant stories

**Customer Service Advisor**, Tesco, Birmingham *Sep 2023 – May 2025*  
Part-time customer service desk role during university in a large superstore.

- Handled an average of **60 customer queries per shift**, covering returns, complaints, and product information
- Achieved a personal customer satisfaction score of **94%** in the quarterly staff review

## CERTIFICATIONS

**CIPR Internal Communications Certificate**, Chartered Institute of Public Relations *Sep 2025 – Sep 2025*

## PROJECTS

**BCU Students' Union Weekly Newsletter** *Sep 2024 – Jun 2025*  
Managed the production and distribution of the Students' Union weekly email newsletter.

- Wrote and designed **30 newsletter editions** using Mailchimp, distributed to **8,000 students**
- Achieved an average open rate of **34%**, up from **22%** the previous year through subject line testing and content improvements
- Introduced a student spotlight feature that became the most clicked section, averaging **420 clicks per edition**

## EXTRA CURRICULAR ACTIVITY

**Volunteer - Birmingham St Mary's Hospice** *Jun 2024 – Jun 2025*  
Volunteered in the fundraising and communications team at a local hospice.

- Helped produce content for **2 fundraising campaigns** that raised a combined **£18,000**
- Wrote **8 donor thank-you letters** and **4 social media stories** profiling patient experiences