

Full name: Bisong Joy Odije

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Personal statement:

A dedicated mass communication graduate with strong research experience in media influence and audience behavior. Experienced in content analysis, survey research, and digital media engagement. Passionate about pursuing advanced research in media studies to explore the social impact of communication interventions.

Education:

B.Sc. in Mass Communication, Benue State University, Nigeria

December/2012 – December/2017

Graduated with Second Class Upper (Honours).

Undergraduate Thesis: "Influence of Radio Benue Public Service Announcements on Environmental Health Behavior Change among Residents of Makurdi Local Government Area".

Key Skills: Surveys design, content analysis, data interpretation, report writing.

Research Experience

Undergraduate Research Project - Department of Mass Communication, Benue State University, Nigeria – June 2017 – November 2021.

- Designed and administered surveys to assess audience responses to radio public service announcements.
- Conducted content analysis of local radio broadcasts.
- Analysed data using SPSS, identifying behavioral trends and patterns.
- Presented findings in a written report and departmental seminar.

Skills: Data collection, critical evaluation, report writing, presentation.

Professional Experience

Media content creator - Gloparms Harved International, Abuja, Nigeria

April/2023 - Present.

- Developed and curated content for digital platforms and media campaigns.
- Monitored audience engagement metrics to inform content strategy.
- Collaborated with teams to execute public awareness campaigns.
- Applied research insights to provide evidence-based communication strategies.

Internship

PR Assistant at Nigeria Television Authority -

- Assisted in gathering, verifying, and editing news stories for daily publication.
- Conducted interviews and background research to ensure factual accuracy and relevance.

- Collaborated with the editorial team to proofread and refine news scripts before broadcast.

- Supported field reporters with on-site coverage and story coordination.

- Edited audio and written content to meet newsroom style and deadline standards.

Volunteer – Radio Content Writer & Broadcaster

Radio Benue station, Makurdi | March– August 2016

- Wrote and produced engaging radio jingles and short scripts for community awareness programs.
- Assisted in voicing and editing audio content for on-air broadcast.
- Collaborated with the production team to ensure message clarity and audience appeal.
- Developed communication and creative writing skills through live studio sessions.

Skills

- Research: survey design, content analysis, qualitative and quantitative analysis
- Technical: Microsoft Office Suit, SPSS, social media analytics
- Communication: Report writing, presentation, media content creation
- Soft skills: critical thinking, attention to detail, teamwork, time management

Award

Professional excellence, Gloparms Harved International, Abuja - 2025
For outstanding performance in social media content creation.

Reference

Prof. Andy Ijwo, Department of Mass Communication, Benue State University,
ijwoandy@gmail.com ijwoandy@yahoo.com