**CURRICULUM VITAE**

**BIO DATA**

**Identity:** **FAKEYE, OLUBUKOLA OLUYEMISI (MR.)**

*ND, HND, Dip.PR, BSc. MSc. (Mass Comm)*

**Date & Place of Birth:**  18th May, 1985; Agege, Lagos.

**State of Origin:** Ogun

**Marital Status:**  Married

**Number of Children:** One

**Religion:** Christianity

**Contact Address:** 1B, Ilaro-Ibese Road, Adjacent Yewa College Gate, Ilaro, Ogun state

**Email Address:** [olubukola.fakeye@federalpolyilaro.edu.ng](mailto:olubukola.fakeye@federalpolyilaro.edu.ng)

[bukolafakeye@gmail.com](mailto:bukolafakeye@gmail.com)

**Telephone Number:** 07069607083

**Present Position:** Senior Technologist / Lecturer II Equivalence

**Date of Last Promotion:** 1st January, 2023

**INSTITUTIONS ATTENDED WITH DATES**

* University of Lagos, Akoka 2020 - 2022
* Crescent University, Abeokuta 2017 - 2019
* Nigerian Institute of Public Relations 2014
* Moshood Abiola Polytechnic, Abeokuta 2008 – 2010
* Moshood Abiola Polytechnic, Abeokuta 2004 – 2006
* Egbado College, Ilaro, Ogun 1998 – 2003

**ACADEMIC QUALIFICATIONS WITH DATE**

* MSc. Mass Communication 2022
* B.Sc. Mass Communication 2019
* HND, Mass Communication 2010
* ND, Mass Communication 2006
* WASCE 2003

**PORFESSIONAL QUALIFICATION**

* Diploma in Public Relations 2014

**MEMBERSHIP OF LEARNED SOCIETY AND PROFESSIONAL BODIES**

Member, Association of Communication Scholars and Practitioners of Nigeria **(ACSPN)**

Member, Nigerian Institute of Public Relations (**NIPR**)

Member, Nigeria Union of Journalists (**NUJ**)

**WORKING EXPERIENCE:**

* Wapic Insurance Plc., 50, Awolowo Way, Ikoyi, Lagos

Member, Corporate and Brand Management Department 2013 – 2014

**Academic Experience:**

* **Technologist II**, January 2017; Mass Communication Department, The Federal Polytechnic, Ilaro 2017 - 2020
* **Technologist I,** January 2020; Mass Communication Department, The Federal Polytechnic, Ilaro, 2020 – till date.
* **Senior Technologist,** January 2023; Mass Communication Department, The Federal Polytechnic, Ilaro; current.

**Teaching Areas:**

* Public Relations
* Advertising Principles and Practices
* Journalism
* Graphics, Computer Applications and Packages for Mass Communication
* Mass Communication Ethics

**Research Interests:**

Marketing Communication and Brand Management

Social Media and Political Communication

Social Marketing (Religion) and Advertising

**Administrative Experience:**

1. Secretary, Departmental Board 2018 till date
2. Secretary, Students’ Project Committee 2019 till date
3. Secretary, Mass Comm. Photo Committee 2020 till date
4. Adviser, AMACOS 2 Sessions (current)
5. Member, Mass Comm Unbundling Committee Current
6. Member, Mass Comm Accreditation Committee Current
7. Secretary, Logbook Production & Sales Committee Current
8. Coordinator, SCIT Sports 2019 till date

**RESEARCH EXPERIENCE:**

**Publications:**

Fakeye O. O., Fakeye A. O. (2024) Reportorial Analysis of Crises by NTA Broadcast Network Tambou African Academic Publication, Vol.3 No.4 E-ISSN 30272467

Fakeye O. O. (2023) Impact of Social media on Political Awareness; A Study of Ilaro Youth; accepted for publication in International Journal of Women in Technical Education and Employment (IJOWITED), 4(2)

Fakeye O. O. & Ayoola M. J. (2022); Social media Influencers in Retail Marketing In Nigeria; International Journal of Women in Technical Education and Employment (IJOWITED), 3(2)

**Conferences:**

Fakeye O. O. (2020) & Obun-Andy M. K. (2022), Attention and Response Patterns to Online and Offline News by Undergraduates in SW, Nigeria; presented at the 3rd International Conference of The Federal Polytechnic, Ilaro; 16th – 17th September, 2022.

Obun- Andy M. K. & Fakeye O. O. (2022); Entrepreneurial Information Acquisition and Utilization by Youths in Ilaro; presented at the 3rd International Conference of The Federal Polytechnic, Ilaro; 16th – 17th September, 2022.

Fakeye O. O. & Ayoola M. J. (2022); Use of Social Media Influencers in Jumia’s Retail Brands Communication; presented at the 2nd National Conference of the School of Communication and Information Technology, The Federal Polytechnic, Ilaro, 19th – 20th July, 2022.

Ayoola M. J. & Fakeye O. O. (2022); An Evaluation of Campus Radio as a Platform for Training Students in Tertiary Instituions In Nigeria; presented at the 2nd National Conference of the School of Communication and Information Technology, The Federal Polytechnic, Ilaro, 19th – 20th July, 2022.

Dokunmu O. O. & Fakeye O. O. (2020); Roles of Social Media in Information Reception and Dissemination between the Management and Students of The Federal Polytechnic; presented at the 1st National Conference of the School of Communication and Information Technology, The Federal Polytechnic, Ilaro, 8th – 9th October, 2020.

Fakeye O. O. & Dokunmu O. O. (2020); Twitter as Complaints For Bank Customers in Ogun State; presented at the 1st National Conference of the School of Communication and Information Technology, The Federal Polytechnic, Ilaro, 8th – 9th October, 2020.

**Workshop:**

1. A One-Day Capacity Building Workshop (Building a Better and Peaceful Nation Through Cooperative), Organized by Ministry of Community Development and Cooperatives; 17th December, 2022.
2. Workshop on Construction of Good Multiple Choice Question Items (MCQ) for Academic Staff of the School of Communication and Information Technology, The federal Polytechnic, Ilaro; 13th December, 2022.
3. A Week Workshop on TV Broadcast Production for Staff of Mass Communication, The Federal Polytechnic, Ilaro; 24th – 26th October, 2022.
4. Advanced Digital Application Programme for Tertiary Institutions Statistical Package for Social Sciences; September 26 – 30, 2022), The Federal Polytechnic, Ilaro

**Unpublished Works:**

Fakeye O. Oluyemisi (2023); Attention and Response Patterns to Online and Offline News by Undergraduates in SW, Nigeria; Submitted for publication in the International Journal of Humanities and Management (IJHM), The Federal Polytechnic, Ilaro.

Fakeye O. Oluyemisi (2022); Contemporary Practical Lesson in Photography and Photojournalism (Being Used as Practical Manual for students of Photojournalism)

**National Services**

INEC ad hoc Staff (CO), for the 2018 general elections

**Extra-Curricular Activities**

Player, SCIT football team; skilful player of Piano and Drums; Blogging.

**REF:** *Available on Request*