

# **CURRICULUM VITAE**

## **BIO DATA**

**Name:** OYETAYO, TOLUWA MICHEAL

**Date & Place of Birth:** 29<sup>th</sup> September, 1975; Okitipupa, Ondo State.

**Gender:** Male

**State of Origin:** Ondo

**Marital Status:** Married

**Number & Age of Children:** Three / 13years, 11years and 7years respectively.

**Religion:** Christian

**Contact Address:** Ola-Egbon's House, Abule Sodubi, Onikolobo, Abeokuta, Ogun State.

**Email Address:** oyetayo.micheal@federalpolyilaro.edu.ng  
toluwa.oyetayo@gmail.com

**Telephone Number:** 08038607636, 08173092119

**Present Position:** Technologist I

## **INSTITUTIONS ATTENDED WITH DATES**

- Moshood Abiola Polytechnic, Abeokuta 2001 – 2003
- Moshood Abiola Polytechnic, Abeokuta 1996 – 1998
- General Certificate Examination (GCE) 1994
- Anglican Grammar School, Ilaro, Ogun State 1998 – 2003

## **ACADEMIC QUALIFICATIONS WITH DATE**

- HND, Mass Communication 2003
- ND, Mass Communication 1998
- GCE 1994
- WAEC 1992

## **PROFESSIONAL QUALIFICATION**

- Nil

## **MEMBERSHIP OF LEARNED SOCIETY AND PROFESSIONAL BODIES**

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

Member, Advertising Practitioners Council of Nigeria (**APCON**)

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

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

## **WORKING EXPERIENCE:**

1. Tantalizers Plc, Festac Town, Lagos, Advert & Promotions Manager 2011 – 2016
2. Tantalizers Plc, Assistant Manager, Advert & Promotions 2008 – Feb. 2011
3. Tantalizers Plc, Advert & Sponsorship Executive 2006 – Feb. 2008
4. Industrial and General Insurance, Abeokuta, Marketing Field Officer 2005 – June 2006
5. Gateway Mirror Press, Abeokuta, Correspondence 2004 – Feb 2005
6. Solar Productions Ltd, Ilupeju, Lagos, Production Assistant 1998 - 2000

## **Academic Experience:**

1. The Federal Polytechnic, Ilaro  
Technologist, Mass Communication Department 2017till date

## **Courses Taught:**

|   |                   |
|---|-------------------|
| Intermediate News Writing and Reporting (MAC 125); FT | 2016/2017 Session |
| Copy Editing (MAC213); FT                             | 2017/2018 session |
| Photography & Photojournalism (MAC 224) FT            | 2017/2018 session |
| Introduction to News Reporting & Writing (MAC115); FT | 2017/2018 session |
| Introduction to News Reporting & Writing (MAC115); PT | 2017/2018 session |
| Copy Editing (MAC213); FT                             | 2017/2018 session |
| Copy Editing (MAC213); PT                             | 2017/2018 session |
| Newspaper and Magazine Production (MAC 223); FT       | 2017/2018 session |
| Newspaper and Magazine Production (MAC 223); PT       | 2018/2019 session |
| Photography & Photojournalism (MAC 224); PT           | 2018/2019 session |
| Introduction to News Reporting & Writing (MAC115); FT | 2018/2019 session |
| Introduction to News Reporting & Writing (MAC115); PT | 2018/2019 session |

## **Research Experience:**

2018/2019 Project supervision

## **Administrative Experience:**

1. Member, FPI News Letter Editorial Board
2. Member, Departmental Prizes Marketing Committee
3. Departmental Football Coach

## **Academic Publications:**

### **Conferences:**

1. ACSPN 2019 – 6<sup>th</sup> Annual Conference of the Association of Communication Scholars and Professionals held Abeokuta; 5<sup>th</sup> – 6<sup>th</sup> September, 2019.

*Paper: National Interest, Identity and Press Freedom: A study of the Big Brother NigeriaTV Programme*

2. ABUAD – MCIT International Conference held in Afe Babalola University, Ado Ekiti; 19<sup>th</sup> – 22<sup>nd</sup> September, 2018

*Paper: Media Convergence, Diversity and Democracy A case Study of Political News Framing and Agenda Setting*

3. MCIT; The National Media & Information Technology Conference, held in The Federal Polytechnic, Ilaro; 31<sup>st</sup> October – 2<sup>nd</sup> November 2017

*Paper: Uses and Gratification of the Social Media Among Tertiary Education Students: A Case Study of Moshood Abiola Polytechnic*

4. School of Pure and Applied Science and Communication and Information Technology Conference, held in The Federal Polytechnic, Ilaro; 4<sup>th</sup> – 7<sup>th</sup> December, 20017

*Paper: How Sociable are Ruler Ladies on Social Media? A Study on Ladies in Igbogila Community of Yewa North Local Government, Ogun State.*

### **Workshop:**

1. Cooperative Integration for Efficient Service Delivery; A Panacea to Promote Business diversification; held in The Federal Polytechnic, Ilaro; November, 2018
2. Ethical Conduct Amongst Academic Staff Towards Efficient Management of The Federal Polytechnic, Ilaro; held between 20<sup>th</sup> and 21<sup>st</sup> of December, 2017
3. Personal Development & Effectiveness at Work; held at Impact Training & Management Consulting, Lagos between 9<sup>th</sup> – 10<sup>th</sup> October, 2008

4. Management Appreciation Programme; held at Tom Associates, Lagos between 5<sup>th</sup> – 7<sup>th</sup> June, 2008
5. Supervisory Skills; held at Nice and Eddy Consultants, Lagos between 3<sup>rd</sup> – 5<sup>th</sup> September, 2007
6. Special Effect & Camera Operations; held at Independent Television Producers Association of Nigeria (ITPAN), Lagos between 26<sup>th</sup> – 30<sup>th</sup> July, 1999

**Unpublished Project and Dissertation:**

Oyetayo Toluwa (2003), A Project Research on Advertising and Religion; A study of The Redeemed Evangelical Mission (TREM); Project submitted to Mass Communication Department, Moshood Abiola Polytechnic, Abeokuta, for the award of HND, Mass Communication

**EXTRA-CURRICULAR ACTIVITIES**

Player FPI Staff Football Team

Table Tennis Player, SCIT Team

Player, SCIT football team

**REFEREES**

**Dr (Mrs) O.A Olamigoke**

Former Chief Librarian,  
The Federal Polytechnic, Ilaro,  
08030723659

**Dr Bolu J. Folayan**

Head of Department,  
Mass Communication Department,  
Federal Polytechnic, Ilaro  
08023089548

**Prof. (Mrs) Dayo Bamidele Olu - Owolabi,**

Department of Chemistry,  
University of Ibadan, Ibadan  
Oyo State  
08035632025

## ACADEMIC STAFF PROFILE



- Name:** Oyetayo Toluwa Micheal
- School:** Communication and Information Technology
- Department:** Mass Communication
- Research Interest:** Media Technology, Journalism, Marketing Communication and Photography
- Awards and Honours:** Nil
- Teaching Areas:** Print Journalism, Photography and Ethics,
- Conferences Attended:** International Conference and Exhibition on Technological Innovation and Global Competitiveness; Federal Polytechnic, Ilaro; 5<sup>th</sup> – 8<sup>th</sup> November, 2018
- MCIT; The National Media & Information Technology Conference, Federal Polytechnic, Ilaro; 31<sup>st</sup> October – 2<sup>nd</sup> November 2017
- School of Pure and Applied Science and Communication and Information Technology Conference, Federal Polytechnic, Ilaro; 4<sup>th</sup> – 7<sup>th</sup> December, 2017
- Seminar /Workshop Attended:**
1. Cooperative Integration for Efficient Service Delivery; A Panacea to Promote Business diversification; held in The Federal Polytechnic, Ilaro; November, 2018
  2. Ethical Conduct Amongst Academic Staff Towards Efficient Management of The Federal Polytechnic, Ilaro; held between 20<sup>th</sup> and 21<sup>st</sup> of December, 2017
  3. Personal Development & Effectiveness at Work; held at Impact Training & Management Consulting, Lagos between 9<sup>th</sup> – 10<sup>th</sup> October, 2008
  4. Management Appreciation Programme; held at Tom Associates, Lagos between 5<sup>th</sup> – 7<sup>th</sup> June, 2008

5. Supervisory Skills; held at Nice and Eddy Consultants, Lagos between 3<sup>rd</sup> – 5<sup>th</sup> September,2007
6. Special Effect & Camera Operations; held at Independent Television Producers Association of Nigeria (ITPAN), Lagos between 26<sup>th</sup> 30<sup>th</sup> July, 1999

**Summary of Profile:**

Toluwa Oyetayo, graduate of Mass Communication, has worked for the following companies; Tantalizers Plc, Gateway Mirror Press, IGI and Solar Productions before joining the Federal Polytechnic as a Technologist in the department of Mass Communication. His experience which span from Journalism, Marketing, Consumer Insight, Event Management, Photography, Public Relations, Advertising and Strategic Planning has given him a balance footing in the industry. He is passionate, a team player and a goal getter. He is also a lover of sports.