



# Aernan Ngusurun Joy

## SUMMARY STATEMENT

A results-driven Public Relations, Marketing and Advertising Professional with over 11 years of experience, crafting compelling narratives, managing stakeholders engagement, and driving positive brand reputation.

I have skills in media and public relations, crisis communication, social media strategy, and cross-functional collaboration. I have proven track record of amplifying my organization's brand visibility, managing crisis through communication and fostering inter-agency trust through impactful strategy and proactive media outreach.

I am passionate about leveraging communication expertise to drive objectives and build meaningful connections.

## CONTACTS

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Dadin Kowa, Keffi Nasarawa  
State, Nigeria

## EDUCATION

MSc. Mass Communication  
Nasarawa State University,  
Keffi, Nigeria - 2023

BSc. Mass Communication  
Benue State University  
Makurdi, Nigeria - 2013

## TRAINING

Mass Communication/PR

## CERTIFICATION

Certified Public Relation  
Practitioner (NIPR) – 2023

Certified Marketing and  
Advertising Practitioner  
(ARCON) – 2022

## PUBLICATIONS

Assessment of Public  
Relations Strategies Adopted  
by National Youth Service  
Corps in Reputation  
Management in Nigeria  
IRE Journal Vol.6 Dec 2025

Influence of Western  
Television Programmes on the  
Social Values of Youths in  
Benue State  
IRE Journal Vol.6 Dec 2025

## CORE QUALIFICATION

With the relevant educational background in communication combined with practical experience of over 11 years. I have developed excellent communication skills using media relation as a base.

I am savy with using social media platforms tools. A crisis manager and strategic thinker. Also, I am a relationship builder, a content creator with a strong analytic mind.

As a person, I am resilient and adaptable, ethical and discreet and creative problem solver.

## WORK EXPERIENCE

Head of Corporate Patients and Marketing Unit: 15<sup>th</sup> Sep., 2022  
– till date  
Federal Medical Centre, Keffi, Nasarawa State, Nigeria.

Public Relations Officer: 24<sup>th</sup> Nov., 2014 – 15<sup>th</sup> Sep., 2022  
Federal Medical Centre, Keffi, Nasarawa State, Nigeria.

National Youth Service Corp (NYSC) Nov., 2013 – Oct., 2014  
Federal Medical Centre, Keffi, Nasarawa State, Nigeria.

## MY KEY FACTORS FOR SUCCESS

Integrity

Teamwork

Training

Communication

Ethics

Leadership

Recognition

Continuous improvement