



OLUWATOYIN SALAU-FASALOJO

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Professional Summary

Dynamic On-Air Personality with a proven track record at Thirty-Two FM 94.9, enhancing listener engagement through innovative content creation and skilled storytelling. Expert in multimedia editing and adept at fostering team collaboration, I significantly increased audience loyalty. Renowned for multilingual communication and live broadcasting excellence, I excel in fast-paced media environments.

Skills

- Efficient Equipment Handling
- Team collaboration and effective multitasking
- Multilingual Communication Skills
- Excellent communication and interpersonal skills
- Skilled Content Creation
- Fast-Paced Work Adaptability
- Proficient in Avid Media Composer, Microsoft Office, and others
- Experienced in Multimedia Editing
- Script writing
- Listener interaction
- Excellent communication
- Brand representation
- Live broadcasting
- Audience engagement

Work History

Thirty-Two FM 94.9 | Ibadan, Oyo, Nigeria
Talent- On Air-Personality
01/2017 - 01/2023

- Hosted various shows, including news, reports, entertainment, and educational programs.
- Developed and produced content for on-air and online broadcast.
- Conducted interviews with guests and conversed with newsmakers according to the script.
- Developed engaging content for on-air radio shows, ensuring that it was tailored to the target audience.
- Collaborated closely with writers, producers, engineers, sales staff and other personnel involved in producing programs.
- Answered phone calls from listeners to request songs or talk about current topics.
- Increased listeners through advertisements and dynamic hosting.
- Reported breaking news and reports informing audiences of important events.
- Created audio segments including sound effects, music beds, and jingles to enhance programming.
- Planned shows by selecting music and topics and writing content.
- Memorized scripts or used ad-libs to introduce station and open and close shows.
- Collaborated with other departments within the organization as needed.
- Team Lead to ensure compliance with NBC regulations regarding broadcast standards.
- Edited recorded events and interviews into radio appropriate content.
- Participated in brainstorming sessions to generate ideas for new show

concepts or segments.

- Edited audio files using digital editing software such as Adobe Audition and Pro Tools.
- Coordinated with marketing team to develop creative campaigns for advertising purposes.
- Built relationships with sponsors to promote endorsements.
- Performed voiceover work for commercials or other promotional materials.
- Educated listeners about breaking news and led regular station news announcements.
- Formulated strategies for increasing listener engagement through contests or giveaways.
- Wrote and edited video and scripts for broadcasts.

Inspiration 92.3 FM | Lagos, Nigeria

Executive Officer / On-Air Radio Personality

02/2016 - 09/2017

- Hosted morning drive-time shows, and other programs.
- Developed and implemented marketing strategies to increase listenership and income.
- Collaborated with the news team to develop and deliver news content.

Adaba 88.9 FM

On-Air Personality

01/2014 - 01/2016

- Hosted various shows, including news, entertainment, and educational programs.
- Answered phone calls from listeners to request songs or talk about current topics.
- Developed and produced content for news and program broadcasts.
- Conducted interviews with guests and newsmaker

Education

New York Film Academy (NYFA) | Burbank, CA

M.D. in Film & Media Production

12/2024

University of Ibadan | Nigeria

M.D. in communication & Language Arts

03/2022

Nigerian Institute of Journalism | Lagos, Nigeria

PGD in Broadcast Media

02/2016

Kaduna Polytechnic | Nigeria

Higher National Diploma in Marketing

01/2010

Certifications

- Digitization: The Journey So Far, National Broadcasting Commission, 2013.
- News and Presentation, Federal Radio Corporation of Nigeria, 2011.
- Entrepreneurship Development: The Role of an Entrepreneur in a Competitive Industry, NDE/CBN, 2010.
- Emerging Dynamic Graduates for Excellence, SIFE, 2009.

Accomplishments

- Conceptualization and Launch of Smart-Kids Show; spearheaded the first-ever Smart-Kids show on radio with Auntie Yello, catering to young audiences.
- Extraordinary Ratings & Engagements; grew the show and its listenership to about 90% on every broadcast.

- Earnings Generation and Cost Efficiency; the Smart-Kids show became a significant revenue stream for the organization, generating approximately 70% of the organization's income.
- Award for Excellence; honored with the 'Most Enterprising Staff of the Year' award.
- Nominated for Oyo State Youth Awards in On-air Personality of the Year category & enlisted as part of the 100 Most Influential Young Persons in Oyo State (2021).
- Leadership & Event Management; headed the Event Committee for 5 years.

References

Available upon request.

Career Break

07/2023 - 12/2024, Proceeded on a Professional career break to pursue a Master of Arts degree in Film and Media. Successfully completed my graduate program, broadening my knowledge and skills in the field. Focused on academic and personal growth to prepare for new challenges and opportunities.

Languages

English:



Activities and Honors

Within the period of my service as a broadcast journalist, I achieved several notable milestones that showcased my creativity, leadership, and revenue-generating capabilities; some of my key accomplishments include

The Conceptualization and Launch of Smart-Kids Show: I spearheaded the first-ever Smart Kids show on radio with Aunty Yello in the Southwest region, catering to a young audience and providing educational and entertaining content

Extraordinary ratings and engagements through my groundbreaking style and engaging content, I successfully grew the show and its listenership to about 90% on every broadcast, despite its competitors making it a household name

Earnings Generation and Cost Efficiency: The Smart-Kids show became a significant revenue stream for the organization, generating approximately 70% of the organization's income, with minimal expenses incurred

Award for Excellence: I was honored with the 'Most Enterprising Staff of the Year' Award, recognizing the growth and successes my creativity and dedication brought to the organization

- Nominated for the Oyo State Youth Awards in the On-air Personality of the Year category, and enlisted as part of the 100 Most Influential Young Persons in Oyo State (2021)

- Leadership & Event Management; I steadily headed the Event Committee for 5 years and led the vetting team responsible for contents that was relayed on the station leaving me with the role of a gatekeeper, which exemplifies my leadership skills, ability to work under pressure and talent for delivering successful events that met and exceeded the organization's objectives.

Websites, Portfolios, Profiles

- <https://www.linkedin.com/in/oluwatoyin-fasalojo-7a145560/>

References

References available upon request.