DIDI ONWUANYI

BRAND & ENTERTAINMENT PUBLIC RELATIONS STRATEGIST

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PROFESSIONAL SUMMARY

Brand and entertainment PR strategist with hands-on experience building media relationships, shaping artist and brand narratives, and producing content that drives press placements and audience growth. Combines agency-side publicity experience with an insider's understanding of artist development as an independent recording artist, translating between talent, labels, and media to craft campaigns that convert visibility into brand equity. Skilled in pitching, brand storytelling, and multimedia production. Seeking a brand, publicity, or communications role driving high-impact campaigns for artists, labels, and entertainment brands.

PROFESSIONAL EXPERIENCE

Junior Publicist
March 2026 – Present

EmFergusson PR | *Entertainment PR Firm • Atlanta, Georgia*

- Build and maintain targeted media lists, driving strategic pitching that strengthens client coverage across entertainment and lifestyle outlets.
- Write and distribute media pitches and press materials on behalf of talent and brand clients, securing press coverage and high-value placements.
- Produce original branded articles for client websites, sustaining content cadence and reinforcing long-term brand presence and SEO visibility.
- Lead on-site coordination for large-scale entertainment activations, including DreamHack (40,000+ attendees) and film premieres, managing press logistics and brand touchpoints.

Program Advisor
August 2025 – March 2026

Artbound Initiative | *Remote*

- Conducted 15+ applicant interviews weekly, clearly communicating program requirements and brand expectations to a diverse creative talent pipeline.
- Created and published TikTok content to grow outreach, boost applicant engagement, and strengthen the organization's social brand presence.

Personal Assistant
March 2025 – August 2025

Florence Ngala | *Remote*

- Managed executive schedules, meetings, and event logistics, including production planning for major brand events such as the Met Gala.
- Developed pitch decks, promotional materials, and executive correspondence to support high-profile brand partnership negotiations.
- Tracked meeting notes, deadlines, and project milestones, keeping cross-functional brand initiatives on schedule.

Brand Specialist Intern
October 2024 – April 2025

Ace Branding | *Remote*

- Produced and edited brand content secured in Yahoo Finance, Business Insider, AP News, Yahoo News, Digital Journal, and Voyage NY, expanding client media footprint.
- Directed 6+ interviews with creatives and entrepreneurs, translating conversations into personal brand features and campaign-ready content.
- Co-led client strategy meetings to define brand briefs, shaping messaging into polished articles that reinforced client positioning.

CREATIVE PRACTICE

Independent Recording Artist
2024 – Present

- Write, produce, and direct vocal production for a full-length EP, overseeing brand identity and creative direction from songwriting through final mix.
- Launched debut single across major streaming platforms, applying self-managed release strategy, artist branding, and promotional content planning.

EDUCATION

Bachelor of Arts, Multimedia Journalism & Music
2024

New York University — New York, New York

CORE & TECHNICAL SKILLS

Brand Strategy & Positioning • Entertainment & Artist Publicity • Media Relations & Pitching • Press Release & Copywriting • Content Strategy & Campaign Management • Artist Branding & A&R Support • Social Media Strategy (TikTok, Instagram) • Influencer & Talent Outreach • Event Coordination & Production

Adobe Premiere Pro • Adobe Photoshop • Canva • Cision / Muck Rack (Media Databases) • Google Analytics • SEO Fundamentals • CRM & Content Management Systems • Microsoft Office & Google Workspace

CERTIFICATIONS

- Career Development Essentials Certificate — Artbound Initiative, July 2025