

MERCY EMMANUEL

MEDIA OPERATIONS EXECUTIVE | BROADCAST & LIVE EVENTS OPERATIONS

📍 Lagos, Nigeria

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PROFESSIONAL PROFILE

Senior media and entertainment operations executive with over 7 years' experience across broadcast media, live event production, project management, and digital product marketing. Proven track record leading multi-brand media businesses, managing multi-million-naira budgets, delivering large-scale live events viewed by millions, and building high-performing cross-functional teams. Strong expertise in broadcast operations, live events, stakeholder management, and strategic execution, with experience across local and international markets. Seeking senior operations, production, or executive leadership roles within dynamic media and entertainment organisations.

CORE COMPETENCIES

- Media & Broadcast Operations Management
- Live Events & Large-Scale Production
- Entertainment Business & Operations Strategy
- Project & Programme Management
- Executive Leadership & Team Development
- Budgeting & Financial Oversight
- Stakeholder & Vendor Management
- Content Production & Programming
- Data-Informed Decision Making

PROFESSIONAL EXPERIENCE

General Manager

Smooth Promotions | Lagos, Nigeria

July 2025 – Present

- Provide executive leadership and end-to-end operational oversight for Smooth Promotions and its subsidiary brands, including HipTV, Event Production & Management, and The Headies
- Lead broadcast operations, television content production, marketing, programming, and corporate functions across multiple business units
- Manage and optimise multi-million-naira production and operational budgets, ensuring cost control, efficiency, and high-quality delivery
- Oversee the production and execution of high-profile television programmes and flagship live events viewed by millions across TV and digital platforms
- Drive strategic planning, operational governance, and performance management to support sustainable growth and scalability
- Lead talent strategy, recruitment, and performance development across creative and operational teams
- Develop and manage strategic partnerships with sponsors, media partners, vendors, and stakeholders across local and international markets

PROFESSIONAL EXPERIENCE

Project Manager – The Headies Awards (17th Edition)

The Headies | Nigeria

January 2024 – Present

- Led end-to-end project management for The 17th Headies Awards, from pre-production planning through live event execution
- Coordinated cross-functional teams across production, creative, media, broadcast, and logistics
- Managed budgets, timelines, risk, and deliverables to ensure successful on-time execution
- Oversaw vendor sourcing, negotiation, and performance across multiple departments
- Acted as a central liaison between internal teams, partners, and stakeholders for a globally recognised live entertainment event.

Media Coordinator

Runway Jazz 2025 | Nigeria

October, 2025

- Led media coordination and publicity for Runway Jazz 2025, supporting event visibility, audience engagement, and brand positioning
- Planned and executed event promotion, press conferences, interviews, and media briefings
- Coordinated comprehensive event coverage and post-event media deployment across broadcast, print, and digital platforms
- Secured and managed media participation from television, radio, newspapers, and online media outlets
- Arranged and managed media rounds and interviews for the event convener and headline artiste, Wynton Marsalis
- Served as liaison between organisers, media partners, artistes, and production teams to ensure seamless communication and coverage

Program Producer & Project Lead (Live Events)

HIPTV | Lagos, Nigeria

April 2023 – January 2024

- Produced and project-managed flagship television programmes alongside major live and televised events executed by HIPTV
- Led end-to-end project management for high-profile events, including Tolaram Group's 75th Anniversary, AY Live, Warri Again, BeninKrukru, and other large-scale productions within and outside Nigeria
- Coordinated cross-functional teams across production, broadcast, logistics, finance, welfare, travel, arrivals & departures, and on-ground operations
- Managed event budgets, timelines, vendor coordination, and risk planning to ensure seamless execution
- Served as the central point of alignment between creative, technical, and operational departments
- Ensured brand alignment, broadcast quality, and smooth delivery of live and recorded event coverage.

PROFESSIONAL EXPERIENCE

News Editor (Part-Time)

NigeriansOnline | Remote

January 2024 – December 2024

- Edited and curated digital news and feature content
- Ensured editorial accuracy, quality control, and audience relevance
- Managed publishing via WordPress and digital platforms

Media Coordinator (Freelance)

Emages Multimedia Ltd | Lagos, Nigeria

October 2022 – February 2023

- Coordinated media operations and supported content production initiatives
- Assisted with media planning, promotions, and stakeholder engagement

News Production Coordinator / Editor–Producer

iBrand Television (iBrand TV) | Lagos, Nigeria

April 2021 – December 2022

- Developed show formats and content calendars
- Directed live studio recordings and field segments
- Managed presenters, production crews, and technical teams
- Maintained audience engagement through relevant, high-quality programming

News Producer

Plus TV Africa | Lagos, Nigeria

January 2019 – July 2020

- Produced and coordinated daily television news content
- Planned news rundowns, scripts, and production schedules
- Managed live broadcasts and breaking news coverage
- Collaborated closely with presenters, reporters, and technical teams

Customer Service Officer

Polaris Bank Ltd. | Lagos, Nigeria

November 2017 – December 2018

- Handled customer enquiries and complaints related to bank accounts, products, and services
- Supported account transactions and service processes in line with compliance standards
- Escalated complex issues and ensured timely resolution

Marketing Officer – Digital Banking Products (737# & Internet Banking)

Guaranty Trust Bank (GTBank) | Nigeria

April 2017 – October 2017

- Supported the launch and adoption of GTBank's *USSD (737#) and Internet Banking platforms
- Marketed digital banking products to existing and prospective customers
- Assisted with onboarding, setup, and customer education to drive adoption and usage

EDUCATION

- BSc, Mass Communication
Kogi State University, Nigeria
- National Diploma (ND), Leisure & Tourism Management
Kaduna Polytechnic, Nigeria
- Senior School Certificate
Adecom International School

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Project Management Training — Certification Edge, June 2025
- KPMG AU – Data Analytics Job Simulation — Forage, November 2023
- Certified in News Presentation & Production — City Media Academy, July 2020
- (Scripting, social media optimisation, public speaking)
- Migration Reporting — The Migrant Project, December 2019

PUBLICATION

Audience Perception of Mass Media Campaigns Against Lassa Fever in Nigeria (2016)

ADDITIONAL INFORMATION

- **Languages:** English
- **Awards/Activities:** Employer of the Year (2019), Overall Best Employee (2021, 2022),
- Strong stakeholder communication and leadership skills
- Experienced in multicultural and fast-paced environments
- Open to global opportunities