

Peace Odekpe

Project Manager · Brand Builder · Experience Maker

I turn ambitious briefs, busy teams and lots of moving parts into work people remember.

Give me the big idea, the moving pieces and the people involved. I'll turn them into a plan and carry it through.



I'm open to roles in the UK. I require visa sponsorship.

I'm based in Birmingham · Willing to relocate across the UK

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A little about me

My story so far

My career has crossed experiential marketing, infrastructure, hospitality and operations in Nigeria and the UK. The common thread is simple: I help people move good ideas into organised delivery.

How I work

I listen for the real problem, create clarity around ownership and timelines, and keep customers, colleagues and stakeholders connected as the work moves forward.

What energises me

I love ambitious briefs, creative problem solving and work that makes an experience better. That could be a campaign, a live event, a new process or a growing brand.

Projects and campaigns

Infrastructure delivery · AYBOL Technologies

Supporting an 800 km railway programme across six states

I managed scope, budgets, schedules, logistics, change requests and project teams on an infrastructure programme spanning six states.

I coordinated material specifications and workforce support, monitored expenditure and delivery, and handled travel and accommodation logistics for project personnel. I also sourced and established a dedicated dredging site that created a new business line and shortened delivery by five months.

800 km programme · Six states · Five months saved · New business line

Corporate event · Oracle Nigeria / EXP Marketing

Bringing 90 colleagues across three continents together

I managed an international team bonding weekend at Eko Hotel to strengthen relationships between colleagues and management.

I sourced games for the team, booked hotel stays and coordinated travel and event logistics for delegates from Africa, America and Asia. I kept the suppliers and moving parts aligned while overseeing an event budget of approximately ₦7.9 million.

90 participants · Africa, America & Asia · Approx. ₦7.9m budget · Logistics from start to finish

Recycling education programme · Tetra Pak / EXP Marketing

Leading a school recycling programme with two phases

I led the Tetra Pak School Recycling Programme from concept to execution, then planned a return visit to see whether pupils had kept recycling.

In the first phase, I helped children learn how and why to recycle. In the second, I returned to participating schools with the team to review activity, retrieve collected packs and see whether the habit had continued. I connected pupils, teachers, parents, collectors, supervisors and education stakeholders.

Concept to execution · Two linked phases · Lagos model involving 50 schools · Education & monitoring

Public awareness event · Nigerian Stock Exchange / EXP Marketing

Delivering a 5 km corporate race for cancer awareness

I supported the sixth NSE Corporate Challenge at Muri Okunola Park, helping shape the branded space, the participant journey and activity on race day.

I helped bring together sponsor visibility, participant registration, a group warm up, route support, entertainment and the celebrity supported #60SkipsChallenge. More than 600 runners were validated for the race.

600+ runners · 5 km race · Sponsor visibility · Influencer amplification

Community outreach activation · Wapic Insurance / EXP Marketing

Taking insurance education into Ibadan communities

I developed the implementation plan for a four day outreach campaign across twelve planned locations in Ibadan.

I planned how mobile customer service units, local entertainment and trained field teams could explain insurance products, capture leads and support immediate account opening. My plan covered locations, staffing, customer journeys, lead tracking and reporting.

Four days of activity · 12 locations · Coordinated field teams · Lead tracking

Brand launch strategy · Shield / Unilever Zambia / EXP Marketing

Turning an antibacterial claim into a live experience

I helped develop a launch proposal for Shield deodorant in Zambia, using consumer insight to turn a product claim into live experiences.

I worked on ideas for nightlife, sport, colleges, malls and shops where people could try the product during movement, then connect those moments with social content. The proposal covered Lusaka and Ndola, including 36 planned activations in stores and projected digital reach of one million.

Lusaka & Ndola · 36 activations planned · 1m projected reach · Concept shaped by consumers

Stepping into creative delivery when the team needed capacity

I supported Coca-Cola Nigeria's Summer Family Fun Day and made the campaign artwork myself when the creative team was overwhelmed.

I designed an asset that brought together the children's office tour, bouncy castle, VR games, movie activities and a barbecue for employees and families. I stepped outside my formal brief to help the team meet its deadline.

Original creative design · Family event · Support across teams · August 2019



Coca-Cola Nigeria Summer Family Fun Day artwork I designed

Operations transformation · Empress Restaurant

Moving a live restaurant onto a new operating system

I coordinated the move from EPOS Now to Square for Restaurants while keeping service, staff confidence and the guest experience in view.

I worked through the main till, handheld ordering, kitchen displays, menu setup and staff adoption. I mapped what the team needed, solved issues during service and coordinated stakeholders so the system supported how the restaurant actually works.

Workflow mapping · Team adoption · Solving issues during service · Supplier coordination

Taking a product idea from farm to bag towards market

I shaped the story, product range and business plan for an organic food brand sourcing from our family farm in Nigeria and selling to UK customers.

I have worked on positioning, packaging, product names, Amazon listings and the commercial plan for a wider online launch. I want the brand to connect our family heritage with sourcing people can trace.

Business planning · Brand positioning · Online retail · From farm to bag

Experience

Nov 2025 to present / Empress Restaurant · United Kingdom

Marketing & Brand Officer / Project Manager

I plan and deliver promotional events, restaurant setups, launches and marketing activity in a busy hospitality setting.

- I coordinate timelines, suppliers, agencies and operational teams from scope to execution.
- I manage content, community engagement, CRM, email marketing and campaign reporting.
- I use market and competitor research to inform menu, positioning and pricing decisions.

Jun 2023 to Nov 2025 / Radisson Hotel Group · United Kingdom

Receptionist / Duty Manager

I coordinated front desk operations, bookings, guest satisfaction, shift priorities and escalations across busy hotels.

- I provided cover at more than one property and maintained consistent service standards.
- I trained new colleagues on SAP and EMEA systems.
- I balanced service recovery with commercial and operational requirements.

Nov 2021 to May 2023 / Park Inn by Radisson · Cardiff

Food & Beverage Assistant

I delivered attentive food and beverage service while maintaining payment, stock, hygiene and food safety standards.

- I responded carefully to dietary requirements.
- I promoted relevant offers and supported an efficient customer journey.

Jan 2018 to Jun 2021 / AYBOL Technologies · Nigeria

Project Manager

I managed scope, budgets, schedules, logistics, change requests and teams for infrastructure delivery across several locations.

- I supported construction activity on an 800 km railway programme across six states.
- I established a dredging site that created a new business line and shortened delivery by five months.
- I coordinated senior stakeholders and international personnel logistics.

Jan 2018 to Jan 2021 / EXP Marketing · Nigeria

Account Executive / Campaign Project Lead

I managed six client portfolios and led experiential campaigns for major consumer and corporate brands.

- I coordinated proposals, communication, teams, assets, inventory and live activation delivery.
- I supervised the Tetra Pak Schools Recycling Programme.
- I resolved client escalations and created marketing content to strengthen engagement.

Jan 2018 to Jan 2021 / OLIPECKA Travels & Tours · Nigeria

Customer Service Representative

I supported customers, processed travel documents, coordinated dispatch and helped resolve package issues.

- I prepared operational and cash flow reports.
- I coordinated annual reporting meetings across three outlets.

Sep 2017 to Apr 2018 / GTEXT Media & Investment · Nigeria

Marketing Intern

I supported events, schedules, expenses, stakeholder communication and social media campaigns.

- I scheduled content using Buffer and Hootsuite.
- I reported on campaigns, engagement and emerging trends.

Business leadership / Mintana Global Logistics · United Kingdom

Marketing, Sales & Business Development

I contribute to market development, customer growth and commercial initiatives connecting Nigerian supply with UK demand.

- I explore new service lines and test commercial feasibility before investment.
- I support brand, sales and customer growth decisions.

Building a career across two countries

Moving from Nigeria to the UK meant learning new ways of working while holding on to the experience I had already earned. I have built relationships, led teams and delivered work in both places. That journey has made me adaptable and attentive to the people behind every project.

I bring an alternate perspective shaped by the different teams, places and challenges I have worked with. It helps me ask fresh questions, connect ideas and see possibilities a team may have overlooked. I want to bring that point of view to the table through strong, dependable work.

Where I can work

I am based in Birmingham and open to project management roles across the UK. Remote or hybrid work suits me, and I am willing to relocate anywhere in the country for the right opportunity.

Visa sponsorship: I currently need employer sponsorship to work in the UK.

My toolbox

Project planning · Campaign delivery · Stakeholder engagement · Budget management · Supplier coordination · Events & activations · Risk & issue management · Change adoption · Operational improvement · Customer experience · Brand strategy · Market research · CRM & email marketing · Performance reporting · Agile ways of working · Leadership across teams

Education and development

MSc Applied Public Health

I studied systems thinking, evidence, population needs and intervention planning at Cardiff Metropolitan University.

BSc Mass Communication

I studied Public Relations and Advertising at Covenant University.

Project Management Development

I developed my project management skills through NVQ Level 5 Project Management, Project Management Practitioner, AgilePM v3 Foundation with Scrum Essentials, Change Management Foundation v3 and Agile Project Management Foundations at Cardiff University.

Certifications & tools

I hold APCON Advertising and NIPR Public Relations credentials, alongside Google AI Essentials, Digital Marketing, Nikon Photography and PEFTI Filmmaking & Editing. I use Microsoft Office, SAP, EMEA systems, CRM, Buffer, Hootsuite and analytics platforms.

A little room to breathe

Plant Peace

Me as a plant, holding an emergency meeting with my house plants. PS. My favourite flowers are peace lilies and maybe hydrangeas.



The small event

Someone said it was 'just a small event'. Now I'm negotiating with 14 calendars, three suppliers and a balloon arch with opinions.



The recycling inspection

I've returned to check whether the recycling lesson stuck. The cartons are acting suspiciously innocent.



Duck chaos

Me trying to project manage a group of disobedient ducks. Peep how calm I am. I shouldn't be. PS. I love a good Kanban board, but these ducks refuse to stay in their columns.



The runaway checklist

Me chasing a checklist that grew legs. I did say I liked a challenge.



A well deserved rest

Me taking a well deserved rest. The checklist can wait five minutes.



Let me be a part of your next project

I bring curiosity and structure to turn it into a clear plan and a finished piece of work.

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Explore the interactive version, including the two project tongue twister audio attempts, at peaceodekpe-portfolio.pages.dev