Jideofor Michael Okeke

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# research interest

Media effects and psychology

Social media marketing

Digital marketing

# Education

**BS** Nnamdi Azikiwe University, Fine and Applied Arts May 2010

Thesis: “Impact of Formal Training in Filmmaking:

A study of Tunde Kelani”

Advisor: Prof John Amifor

# industry Experience

**Documentaries**

**MTN Foundation** ‘Through the Fire’ September 2021

Director

Africa Live Play/Yellow Brick Road/MTN

**MTN Foundation** ‘Through the Darkness’ September 2021

Director

Africa Live Play/Yellow Brick Road/MTN

**Arla** ‘Go for It’ May 2021

Director

Africa Live Play/ Arla Dano PLC

**PZ at 120** The Journey So Far August 2019

Writer/Director

Africa Play Live/PZ Cussons

**UN Information Center** IDSL June 2018

Director

Versimedia/United Nations Information Center

**From the Eyes of a Child** July 2009

Assistant Editor

Mindtrix Multimedia

**Commercials**

**Precursor** TVC December 2021

Director

Prod: Africa Live Play

Agency: Yellow Brick Road

Client: MTN Foundation

**Halima - Heirs Life** TVC July 2021

Director

Prod: Afribold Capital

Client: Heirs Insurance

**Emeka - Heirs Life** TVC June 2021

Director

Prod: Afribold Capital

Client: Heirs Insurance

**Lonart Hand’s Tale** TVC August 2020

Director

Prod: Afribold Capital

Agency: TBWA Concept

Client: Greenleaf Pharma

**Food – Saka Adventures** TVC December 2019

Director

Prod: Africa Live Play

Agency: DDB

Client: MTN

**Fuel – Saka Adventures** TVC September 2019

Director

Prod: Africa Live Play

Agency: DDB

Client: MTN

**BOLO** TVC October 2019

Director

Prod: Africa Live Play

Agency: BBDO

Client: Google/Alphabet Inc

**Graduation (Igbo) Data is Life Campaign** TVC April 2019

Writer

Prod: Africa Live Play

Agency: DDB

Client: MTN

**Ignite** TVC November 2017

Director

Prod: Constellation Studios

Client: Genesys Technologies LTD

**Films**

**Detour** Feature Film November 2021

Writer/ Director

Afribold Capital

**The Milkmaid** Feature Film November 2020

Documentary Director

Danono Media

**Oops I Did It Again** Short Film October 2020

Director

Project Spotlight/TBWA concept/Afribold capital

**Take Back Time** Feature Film August 2020

Director/ Co-Producer

Afribold Capital

**Deep End** Feature Film June 2017

Director

Afribold capital

**Bad Drop** Feature Film March 2015

Second Unit Director

First Rate Pictures/Element 47

**Secret Room** Feature Film June 2014

Writer

C&C Productions

**Reaching Heights** Feature Film February 2014

Writer

Mnet Africa/Africa Magic Original

**Yes, I Don’t** Feature Film May 2014

Writer

Dexterity Pictures

**Murder at Prime Suites** Feature Film August 2013

Writer

C&C Productions

**Public Rain** Short Film July 2010

Writer/Director

**Irapada** Feature Film January 2005

Writer

Golden Effects Productions

**Television**

**Maggi Muna Kwaya** Game Show March 2021 – May 2021

Series Writer

Africa Live Play/ Nestle PLC

**SME Shop** Television Show March 2020 – August 2020

Series Director

TBWA Concept/Ford Foundation

**Confessions** Reality TV January 2020 – April 2020

Series Director

RedRock Media/Mnet Africa

**Growing Old** Television Drama June 2014 – January 2015

Series Writer

C&C Productions

**The Johnsons** Sitcom June 2012 – June 2013

Series Writer

Mnet Africa

**Circle of Three** Television Drama August 2010 – August 2011

Series Writer

TV Africa

# Other Experience

**Pancho Inc**, Atlanta Georgia. April 2016 to July 2017

**Content Development Manager/ Web Manager**

* Developed, engaged and oversaw web-based product launch for increased business flow.
* Created, organized, and managed clients’ database platforms that attended to inquiries in real time.
* Created contents and wrote over 200 email blasts that increased engagements and increased patronage by 60 percent.

**Tech Jac**, Lagos Nigeria. January 2016 to April 2016

**Brand/Product Manager**

* Boosted market shares by hiring, coordinating and training highly professional and motivated product sales staff.
* Created and implemented psychological sales support to boost mental health of staff.
* Coordinated product and marketing strategy operations that increased brand retention and loyalty.

**Unizik FM Radio Station,** Akwa Anambra April 2007 to January 2011

**On-Air Personality**

On-Air-Personality, Newscaster, producer, continuity announcer

# Awards and Recognitions

**OSCARS shortlist** 2020

Movie Title: “The Milkmaid”

Documentary Director

**AMVCA – best film** 2014

Movie Title: “Secret Room”

Screenwriter

**AMAA – best film** 2013

Movie Title: “Murder at Prime Suites”

Screenwriter

**In-Short Intl’ Film Festival - best film** 2010

Movie Title: “Public Rain”

Writer/Director

**AMAA - best film** 2005

Movie Title: “Irapada”

Screenwriter

# Research Experience

**Dissertation**, Nnamdi Azikiwe University, Nigeria 2010

Thesis: “Impact of Formal Training in Filmmaking: A study of Tunde Kelani”

Advisor: Prof. John Amifor

* Analyzed the modern practice of film making in Nigeria with focus on a veteran filmmaker
* Generated data that was identified as useful for the department’s library and some studies at the time

# Teaching Experience

**Alma Rohm Model College**, Osun State, Nigeria March 2011 to February 2012

**Creative Art Teacher**

* Taught Creative Arts, a high school course, covering the following topics: fine art appreciation, dramaturgy, music appreciation, drawing and painting.
* Developed quizzes, exams, and homework
* Revised the syllabus to meet accreditation standards
* Coordinated term theatre productions.

# Presentations and Invited Lectures

**Workshop**, “Acting for the Screen” The Kids Can Act Workshop, August 2014.

# Professional Affiliations

Directors Guild of Nigeria, 2021-Present

Member.

# Community Service

**Project Spotlight initiative/UN Women**

Directed a commissioned awareness short film on GBV, Lagos, 2020

**United Nations Information Center, Lagos**

IDSL, Documentary Director, 2018

# Languages

**English**: Native Language

# Computer Skills

**Applications**: Adobe Photoshop, Adobe Premiere Pro, Davinci Resolve