

Strategic visibility for founders, brands *and* *organizations* shaping what's next.

Strategic visibility. Credible influence. Measurable impact.

CONTENTS

What's inside

01	About Brass HQ & Our Founder	Chizobam Ofoegbu
02	The Safe Influence Framework	Personal branding, done safely
03	What We Do	Three pillars, one team
04	Who We Work With	Nine categories, one discipline
05	Our Work & Media Network	Named partners, named outlets
06	Get In Touch	Let's talk

ABOUT BRASS HQ



Chizobam Ofoegbu

Founder & President, Brass HQ

Fifteen years ago, Chizobam Ofoegbu began her career inside the newsroom at the Nigerian Television Authority (NTA), learning how stories are evaluated, why some narratives shape public opinion while others disappear, and what makes information worthy of attention.

That newsroom discipline became the foundation for a career spanning public relations, strategic communications, development communications, stakeholder engagement, business strategy, consumer psychology and AI-powered communications.

Today, she is the Founder and President of Brass HQ — a strategic communications and marketing agency that helps organisations close the gap between ambition and achievement.

"For Chizobam, communications has never been about publicity for publicity's sake."

Whether an organisation is launching a new initiative, repositioning its brand, engaging stakeholders, attracting investment, strengthening public trust, positioning its leadership or shaping industry conversations, Brass HQ designs communications systems that make those outcomes easier to achieve.

Her experience on both sides of the media ecosystem — as a broadcast journalist and later as a communications strategist — allows Brass HQ to approach every engagement from two perspectives simultaneously: understanding what makes a story genuinely newsworthy while ensuring every effort serves a larger organisational objective.

That philosophy has enabled Brass HQ to support corporate organisations, foundations, government institutions, multilateral agencies, development organisations and high-growth businesses across Nigeria and Africa — and is why partners such as the Mastercard Foundation continue to work with Brass HQ as an ongoing editorial placement partner.

Headquartered in Lagos and working across Nigeria and the African media landscape, Brass HQ operates with a lean team of 5–7 specialists built to move with the speed of a newsroom while thinking with the discipline of a strategic advisory firm.

15+

YEARS EXPERIENCE

5–7

PERSON CORE TEAM

Lagos

HQ, PAN-AFRICAN
REACH

24H

STANDARD
TURNAROUND

The Safe Influence Framework

Building a personal brand is one of the highest-leverage things an executive can do — and one of the riskiest to get wrong. The Safe Influence Framework is how we make it safe: we break the process into steps you actually understand, build it entirely around who you are, and put a full production team behind you.

To be clear: "safe" doesn't mean Brass HQ pays your costs or absorbs your time for you. It means we make the process itself safe — demystifying it, breaking it into steps you understand before you commit to them, building it entirely around who you actually are, and standing beside you with the team and tools to execute it.

✦ Step-by-step clarity

We break the process down so you always know what's happening next.

✦ Built around you

No generic template — customised to who you actually are.

✦ A full production team

Videographers, photographers, writers and schedulers working alongside you.

✦ Talent booking

We secure your seat as a speaker or panelist at platforms that matter to your field.

✦ Publishing

If you have a book in you, we help put your expertise into print.

Sustainable

Built to hold up over years, not one news cycle.

Scalable

Designed to grow from a first profile piece to a recognised platform.

Sovereign

Yours — you retain control of the brand you've built.

Profitable

Built with commercial value in mind from the start.

WHAT WE DO

More than media placement.

Three pillars, one outsourced communications team — from getting your story into the news, to building a leader's personal brand, to putting your product or brand physically in front of an audience.

01 Editorial & Media Relations

Strategic and development communications, told through credible media.

STRATEGIC COMMUNICATIONS

Communications with a mandate

- Strategic & development communications
- Reports & policy commentary
- Community relations

EDITORIAL PLACEMENT

Getting the story out

- Press releases & announcements
- Op-eds & thought leadership
- Feature & impact stories

BROADCAST RELATIONS

In front of the camera

- TV & radio interviews
- Studio & panel discussions
- Press conferences

CRISIS & RETAINER DESK

Ready when it can't wait

- Crisis management
- Retainer-based comms desk
- 24-hour standard turnaround

02 Executive & Brand Visibility

Audiences trust people before institutions. Flagship: Thought Leadership Design, run through the Safe Influence Framework.

POSITIONING & VOICE

Building the platform

- Executive & founder profiling
- Ghostwriting & LinkedIn thought leadership
- Media briefings & interview prep

MEDIA PREPAREDNESS

Preparing the leader

- Executive media training
- Wardrobe sourcing
- Award submissions

PRESENCE & PLACEMENT

Being seen, on purpose

- Talent booking & sourcing
- Conference & speaker placement
- Publishing

03 Go-to-Market & Experiential

When visibility needs to move an audience to act — a launch, a product in someone's hands, a physical moment they remember.

GO-TO-MARKET

Launching with a plan

- Go-to-market strategy
- Product launch & activation
- Product placement

EXPERIENTIAL MARKETING

Making the brand physical

- Brand activations
- Event planning
- Outdoor campaigns

Nine categories. One team.

We're a full-stack, integrated communications and marketing agency. Our client roster includes founders, business owners and consumer brands, alongside corporates, foundations and government programmes.

01

Founders & Startups

Positioning founders for funding conversations, market entry and category leadership from day one.

02

Brands & Consumer Businesses

Brand strategy, campaigns and activations — including ONA Restaurant and Moppet.

03

Corporate Organizations

Corporate communications, executive visibility and brand placement.

04

Business Owners & SMEs

Media training and go-to-market support for owner-led businesses.

05

Foundations

Editorial placement for philanthropic institutions — including the Mastercard Foundation.

06

NGOs & Development Orgs

Impact storytelling that translates development work into stories funders trust.

07

Government & Public Sector

Public communication for public-sector initiatives and policy conversations.

08

Healthcare Organizations

Trust-critical media relations and training — including Medipool Nigeria.

09

Multilateral & Social Enterprises

Policy-sensitive communications and go-to-market support.

OUR WORK

Named partners. Named outlets.

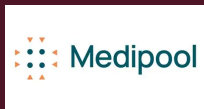
A snapshot of who we've worked with. Detailed references and coverage samples available on request.



FOUNDATIONS · ONGOING RETAINER

Mastercard Foundation

Ongoing editorial placement partner across programme cycles.



HEALTHCARE · MEDIA TRAINING

Medipool Nigeria

Executive and staff media training, strengthening interview readiness.



HOSPITALITY · EDITORIAL PLACEMENT

ONA Restaurant

Editorial placement supporting brand positioning in lifestyle media.



CONSUMER BRAND · EDITORIAL & STRATEGY

Moppet

Editorial placement and brand visibility strategy.

MEDIA NETWORK

Business Insider Africa

CNBC Africa

Channels Television

ARISE News

TVC News

Marie Claire Nigeria

BellaNaija

Guardian Woman

Her Network

Leading Ladies Africa

Crest Africa

Nigerian Health Watch

Wikipedia Publishing

Associated Press

GET IN TOUCH

**Let's talk about your next
report, announcement or
leadership moment.**

PHONE

0707 814 4301

EMAIL

enariofoegbu@gmail.com

WEBSITE

raisinggods.github.io/resume

Talk to Us