



ELECTRONIC PRESS KIT · 2026

Joan Adu

Communications Consultant
Cultural Entrepreneur · Author

*Preserving Culture.
Shaping Narratives.
Inspiring Impact.*

Lagos, Nigeria · Serving organisations across Africa and globally

PROFILE

Story, strategy and enduring impact

Joan Adu is an entrepreneur, corporate communications and marketing consultant, and author with over 15 years of experience driving brand growth, strategic communications, and reputation management across corporate and entrepreneurial spaces. She has worked with leading local and global brands, helping organisations strengthen their visibility, engage stakeholders, and tell compelling stories that create lasting impact.

As the founder of Agbeke Alasooke, she is passionate about preserving and promoting the rich heritage of Aṣọ-Òkè through contemporary fashion and cultural storytelling. Through her writing, Joan shares honest insights from her entrepreneurial journey, inspiring others to build purpose-driven businesses, embrace resilience, and create enduring legacies.

“I want to be known as the person who uses stories to inspire people, preserve culture, and create lasting impact.”

CREDENTIALS

Associate Member, Nigerian Institute of Public Relations

Post-nominal: ANIPR

Master’s Degree in Corporate Communications

Rome Business School Nigeria, 2025–2026 — in view

Mini MBA

International Finance Corporation, 2023

B.A. Mass Communication

Babcock University, 2009



15+

YEARS
IN INTEGRATED
MARKETING
COMMUNICATIONS

10

YEARS BUILDING
AGBEKE

₦5,000

STARTING
CAPITAL

100+

BRAND,
COMMUNICATION
AND EVENT
PROJECTS

LEADERSHIP & RECOGNITION

Non-Executive Board Member

Marketing & Communications, ACE Grade

MSME Awards for Excellence

Winner, Fashion and Style, 2019

South-West MSME Ambassador

Conferred by the Ooni of Ife, 2019

Communication that earns attention and protects trust

Joan combines senior communications counsel with the owner's perspective of someone who has built a cultural venture from the ground up. Every engagement begins with a focused consultation.

CONSULTANCY SERVICES

Corporate Communications & Brand Strategy

Reputation-led strategy, stakeholder alignment and coherent brand direction.

Public Relations & Reputation Management

Media relations, visibility planning and reputation counsel.

Marketing Communications Strategy

Integrated narratives, channels and campaigns aligned to business goals.

Brand Storytelling & Content Strategy

Distinctive narratives and editorial systems that make expertise useful.

Media Training

Practical preparation for confident, clear and credible public performance.

Event Communications & Brand Experiences

Communication planning that gives public moments purpose and continuity.

Entrepreneurship & Business Mentorship

Experience-informed support for purposeful founders and creative ventures.

SPEAKING TOPICS

Building Purpose-Driven Brands

Purpose, positioning and the choices that turn intention into trust.

Corporate Communications & Reputation Management

Communication as a leadership discipline.

Starting Small, Building Intentionally

Entrepreneurship shaped by clarity, resilience and consistent action.

The Power of Storytelling in Business

Using narrative to create understanding, memory and movement.

Women, Leadership & Building Legacy

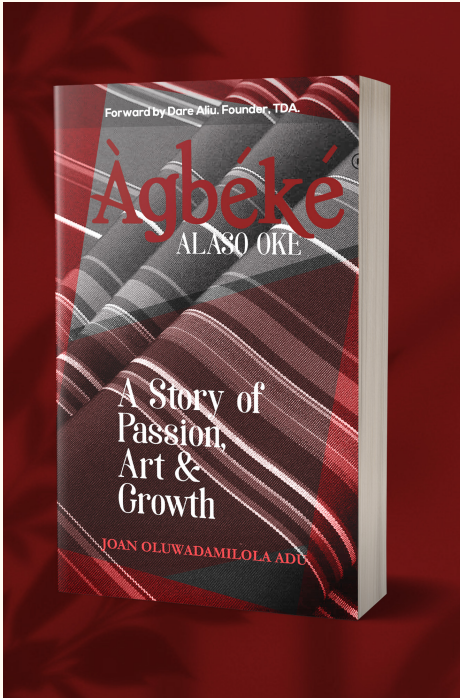
Purpose, visibility and lifting others while building for the long term.

African Heritage, Culture & Creative Entrepreneurship

Preservation, innovation and responsible cultural enterprise.

FORMATS

Keynotes · Panels · Moderation · Workshops ·
Fireside conversations



THE BOOK

Agbeke Alaso-Oke: A Story of Passion, Art and Growth

Weaving Purpose, Preserving Heritage, and Building a Legacy Through African Fashion

A candid entrepreneurial story about beginning with very little, building with purpose, preserving heritage and creating a legacy through African fashion. It is written for readers, founders and aspiring entrepreneurs who are building through change and choosing to continue with courage.

ORDER THE BOOK

APPROVED BOOK MOCK-UP

The final print-quality cover can replace this supplied presentation image in the website content studio.

2016

AGBEKE
FOUNDED

2026

TEN-YEAR
MILESTONE

CULTURAL ENTREPRENEURSHIP

Agbeke Alasooke

Founded in 2016, Agbeke is Joan's cultural fashion and lifestyle venture, built around the preservation and contemporary expression of handwoven Aṣọ-Òkè. The business works with local weavers and artisans, connects cultural memory with modern design, and demonstrates how heritage can be sustained through purposeful enterprise.

On Joan's platform, Agbeke is presented as an entrepreneurship and heritage case study rather than a shop. All orders and product enquiries are handled by the official Agbeke website.

VERIFIED FEATURE

The Guardian Nigeria

"Agbeke Alaso-Oke unveils Adun collection" · 29 March 2025

READ THE FEATURE

VISIT [AGBEKE.COM](https://agbeke.com)

A trusted voice on communication, culture and purposeful enterprise

AVAILABLE FOR

Interviews & expert commentary

Communications, branding, storytelling, women in business and leadership.

Culture & heritage commentary

Aṣọ-Òkè, African heritage, cultural preservation, creativity and innovation.

Speaking & moderation

Keynotes, panels, moderated conversations and workshops.

Consulting & advisory

PR, communications strategy, media training and reputation counsel.

PROFESSIONAL POSITIONING

Joan has delivered public relations and communications support through agency engagements involving recognised local and global brands. She brings corporate discipline, entrepreneurial perspective and cultural fluency to every room.

BOOKING & MEDIA ENQUIRIES

Start with the purpose of the conversation.

For interviews, speaking invitations, consultancy or partnership enquiries, include the organisation, topic, date or deadline, location or format, and the outcome you are seeking.

adujoan@gmail.com

OFFICIAL LINKS

LINKEDIN <https://www.linkedin.com/in/joan-adu-anipr-81bb312b/>

PERSONAL INSTAGRAM <https://www.instagram.com/joandamilolaa/>

AGBEKE INSTAGRAM <https://www.instagram.com/agbekealasooke01/>

AGBEKE WEBSITE <https://agbeke.com/>

BOOK <https://bit.ly/AgbekeAlaso-Oke>