

Chinedum Okpala

Gifted Brand Strategist/Manager, experienced in implementing strategic and tactical marketing campaigns to drive engagement and sales. Bringing a solid history of success in boosting operations efficiency, conversion rates and performance.

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EXPERIENCE

Fita Africa, Enugu — Brand Manager

FEBRUARY 2021 - PRESENT

I plan, implement and track sales and marketing strategies to promote brand products.

God's Favourite Academy, Enugu — Teacher

APRIL 2019 - FEBRUARY 2020

I developed lesson plans and successfully taught students in theories, methods and projects to complete learning objectives.

Ministry of Works, Enugu — IT Student

MARCH 2017 - AUGUST 2017

I worked with experienced field representatives and supervisors to deliver various ministry projects.

EDUCATION

Chukwuemeka Odumegwu Ojukwu University, Anambra. BSc, Geology

SEPTEMBER 2014 - JULY 2018

His Grace High School, Enugu. O'Level Certificate

JANUARY 2010 - JULY 2013

SKILLS

Strategic planning - created successful strategies to boost brand image and sales.

Brand Development - used customer and trend research data to adapt and position the brand for its target market.

Communications Expert - I have the ability to clearly express complex ideas to others through effective communication.

CERTIFICATIONS

Branding Foundations
LinkedIn
November, 2020.

Online Marketing Foundation
LinkedIn
November, 2020.

LANGUAGES

English - *fluent*

Igbo - *fluent*