

# ISAAC ONYEMAECHI UGWU

Marketing Manager



## PERSONAL DETAILS

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## EDUCATION

<b>WAEC</b> Herald College, Nsukka	Sep 2017 – Jun 2020
<b>Digital Marketing</b> Lectera, Miami, USA Certification in Digital and Social Media Marketing.	Aug 2022 – Oct 2022
<b>Degree</b> University of Nigeria Nsukka, Nsukka Bachelor's Degree in Electrical Engineering.	Present
<b>Digital Marketing</b> DigitalAdExperts, Dubai Certification in Digital and Social Media Marketing.	Present

## SKILLS

. Partnership development .	Marketing strategy development
Social media marketing .	Customer acquisition .
Data analytics .	Marketing campaign development

## LANGUAGES

English Language	Igbo Language
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## PROFILE

Expert marketing leader promotes record of leading successful marketing operations Creative and resourceful with high emotional intelligence. Oversees and contributes to highly effective campaigns. monitors performance and collaborates with teams to drive growth.

Stays on top of demands in fast-paced environments by effectively using slow periods Maintains organized clean and safe work areas with diligent attention to important details.

Dedicated professional with demonstrated strengths in customer service, time management and trend tracking. Good at troubleshooting problems and building successful solutions. Excellent verbal and written communicator with strong background cultivating positive relationships and exceeding goals

## EXPERIENCE

### Marketing Manager

Present

Cartwright Promotions

- . Grew results month over month by continuous
- . Expanded social media reach through influencer based on tracking data and consumer insights Instagram, Facebook, and Twitter,
- . Optimized marketing campaigns with continuous development of fresh ideas and new methods.

### Digital Marketer

Jan 2022 – Apr 2022

Cryptocoingist

- Managed detailed campaign tracking across multiple channels and systems.
- Developed and implemented clear, consistent campaign strategies to drive growth.
- Created compelling and engaging content using social media, digital advertising, web, internal digital displays and more.
- Influenced high-visibility accounts and engaged target consumers with multi-pronged approaches.