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Content & Design Portfolio



# Portfolio

Martins Nwokenna



MARTINS NWOKENNA

# About me

I am a passionate designer, content creator & community manager who brings ideas to life through captivating visuals and engaging storytelling. With a keen eye for aesthetics and a love for creating meaningful experiences, I strive to inspire and connect with audiences through my work.

## TECHNICAL SKILL

Design Software

Documentation Software

Content Software

Negotiation

## DESIGN SKILL

Logo

Social Media

Visual Identity

UI/UX

# My Work Experience

In my career, I have taken important roles in several companies and helped them grow. Passionate about achieving brand KPIs, I have worked as a **graphics designer, content creator and community manager**.

Social Media

Flyers

Newsletters

Content Creation

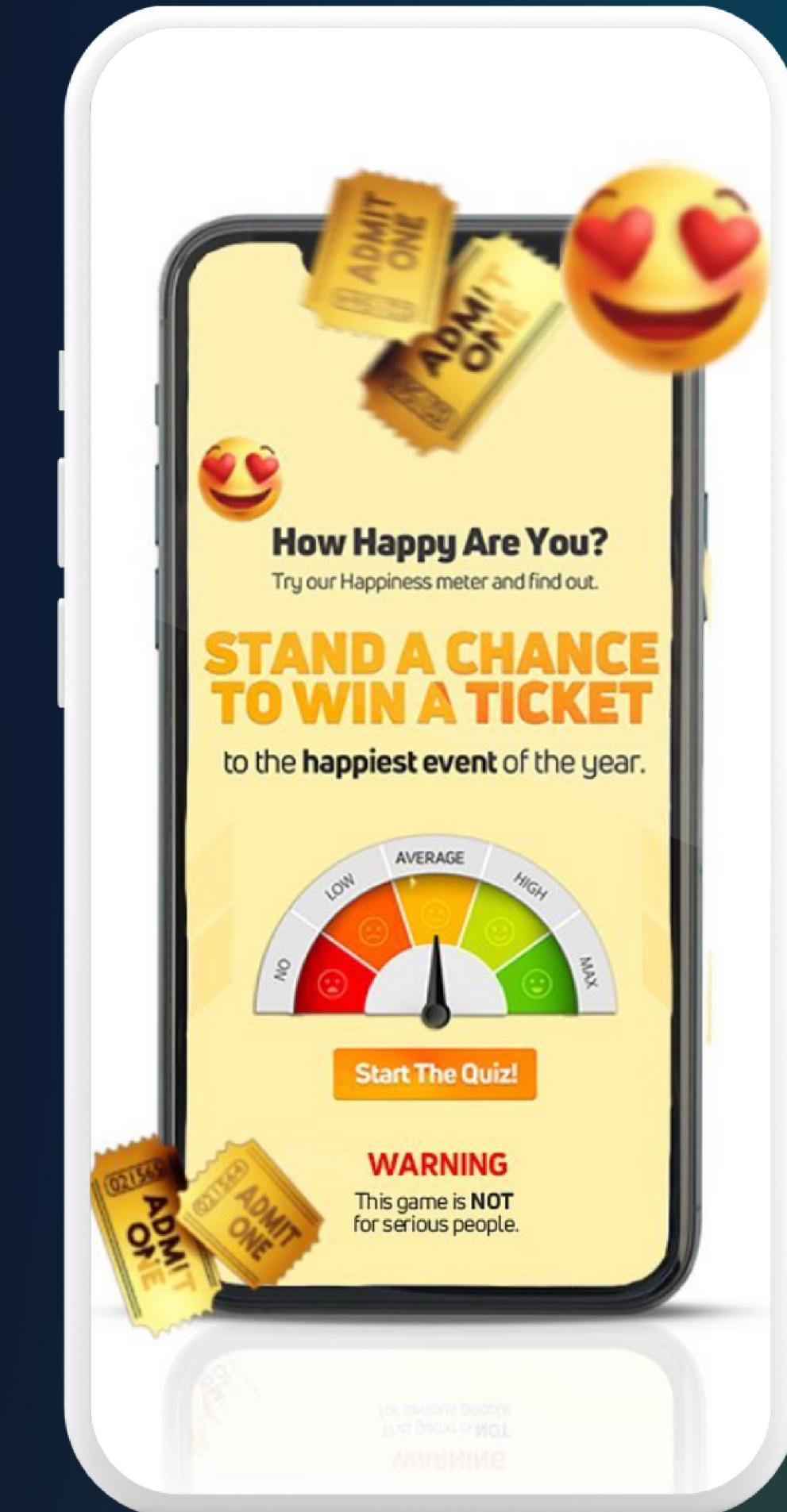
Analytics

Community Management



# Social Media Design

I designed social media creatives for blue chip brands like **Leadway Assurance, Honeywell Pasta, Sovereign Trust Insurance and Intense Group** that enabled them look aesthetically pleasing to their target audiences.





VS



BLACK PEPPER

Who will win  
**THE SPICY CROWN?**

YELLOW PEPPER



Swipe to see some as shared by parents and guardians.

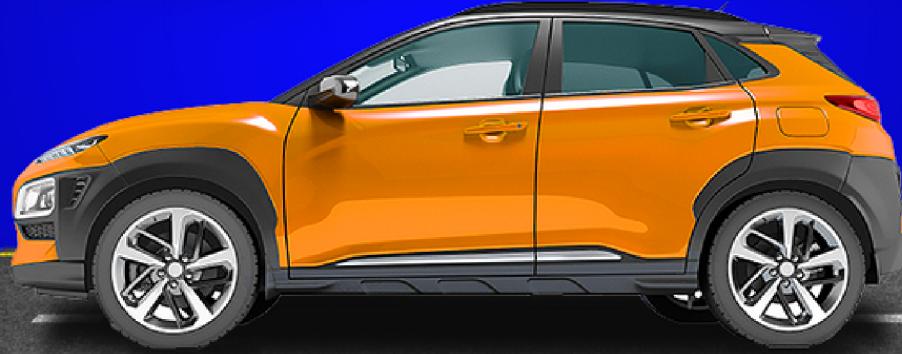




SOVEREIGN TRUST  
INSURANCE PLC.

RC 31962

Let June be the **refresh** you need.  
**Happy new month.**



07000STIPLC  
0818 851 0000  
[www.stiplc.com](http://www.stiplc.com)

*...we've got you covered!*



**Every shape,**  
Packed with scrumptious delight!





## 5 Types of Drivers You See on The Road



### Follower of the month

10k shopping voucher

Up for grabs!! for our most active follower.

See caption for details  
on how to win.



# Protect your house against flood.

Get **Householder Insurance** today.



## **Why STI Marine Insurance Plan?**

Your goods are always safe and on time,  
so you can **enjoy loyal customers.**



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0818 851 0000  
[www.stiplc.com](http://www.stiplc.com)

*...we've got you covered!*

# Content Creation

I created content calendars for **Honeywell Pasta and Sovereign Trust Insurance** for social media.

These contents were in form of static creatives, motion graphics, Videos & User-Generated Content that visually engaged their target audiences and generated leads for both brands.

## STI Content Focus (June 2023)

MON	WED	THUR	FRI	SUN
		1st - Happy New Month		
5th - Engagement (Motor)	7th - Product (Marine)		9th - Educational (Travel)	
12th - Democracy Day	14th - Educational (Motor)		16th - Engagement (Travel)	18th - Father's Day
19th - Product (Motor)	21st - Engagement (Marine)		23rd - Educational (Travel)	
26th - Educational (Motor)	28th - Engagement (Family)	29th - Id el Kabir		

**Sovereign Trust Insurance**

# Honeywell Pasta

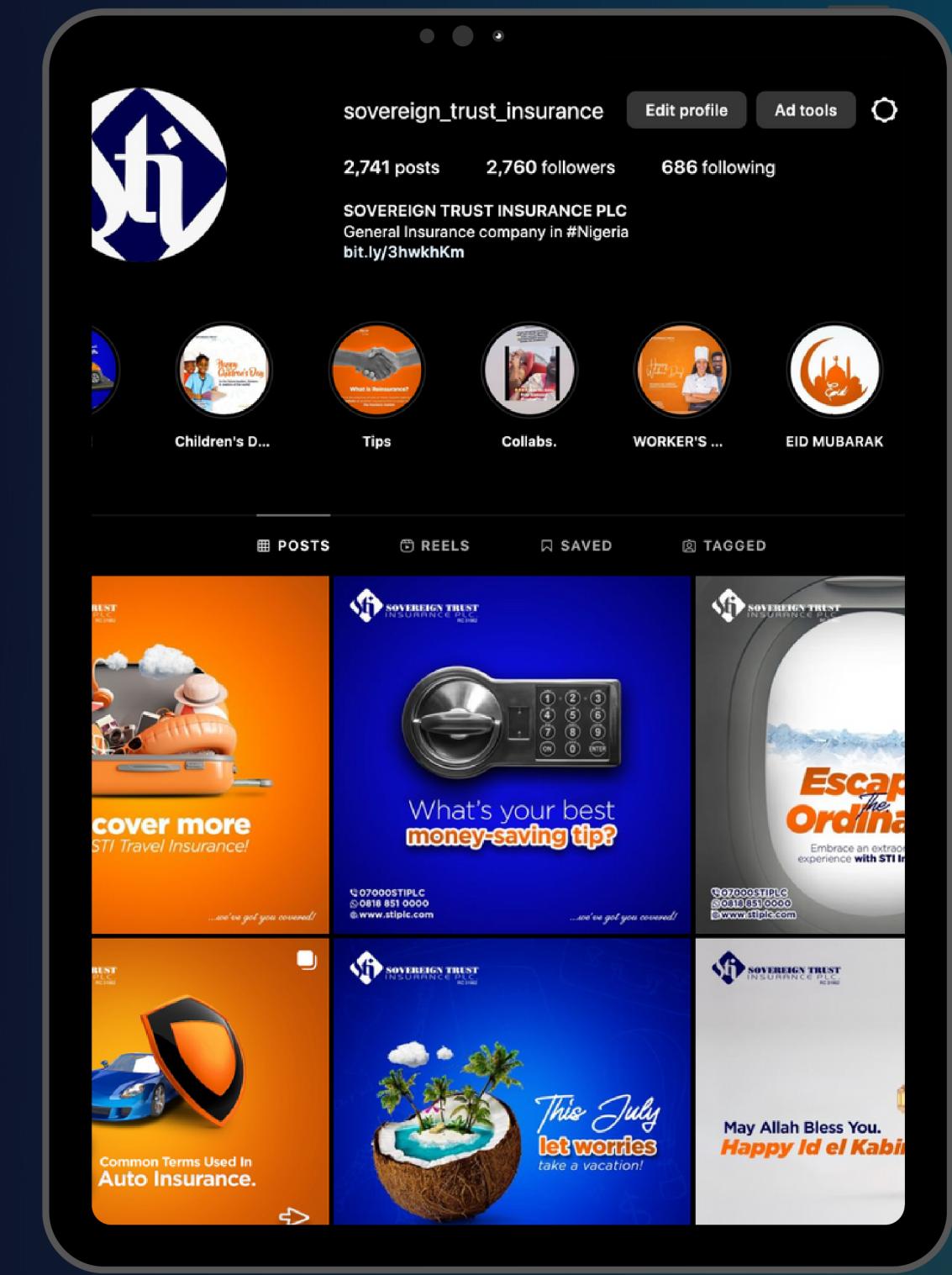
## Honeywell Content Focus (June 2023)

MON	TUE	WED	THUR	FRI	SUN
			<b>1st</b> - Happy New Month (Motion Graphics)		
<b>5th</b> - Lifestyle		<b>7th</b> - World Food Safety Day		<b>9th</b> - Engagement	<b>11th</b> - Lifestyle
<b>12th</b> - World day against Child Labour /Democracy Day (Motion Graphics)			<b>15th</b> - Engagement		<b>18th</b> - Father's Day (Motion Graphics)
<b>19th</b> - Lifestyle	<b>20th</b> - Educational	<b>21st</b> - Engagement	<b>22nd</b> - Product	<b>23rd</b> - Engagement	
	<b>27th</b> - Product	<b>28th</b> - Engagement (Motion Graphics)	<b>29th</b> - Id el Kabir		

# Social Media Mgt

After creating content pillars and strategy, I schedule content monthly and **post** on respective platforms.

I **engage with prospects** and manage comments and Direct messages to ensure continuous flow each month.

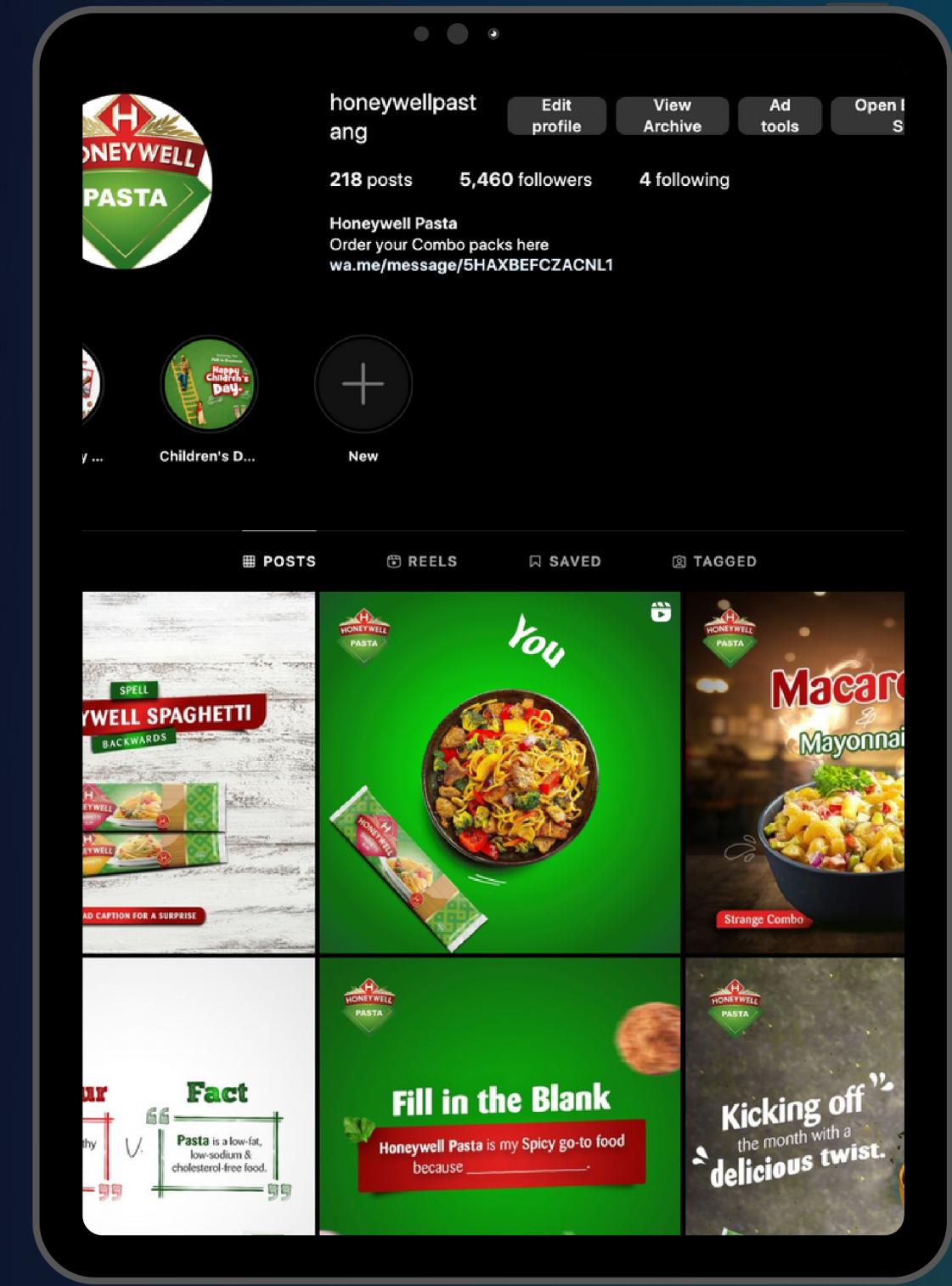


Sovereign Trust Insurance

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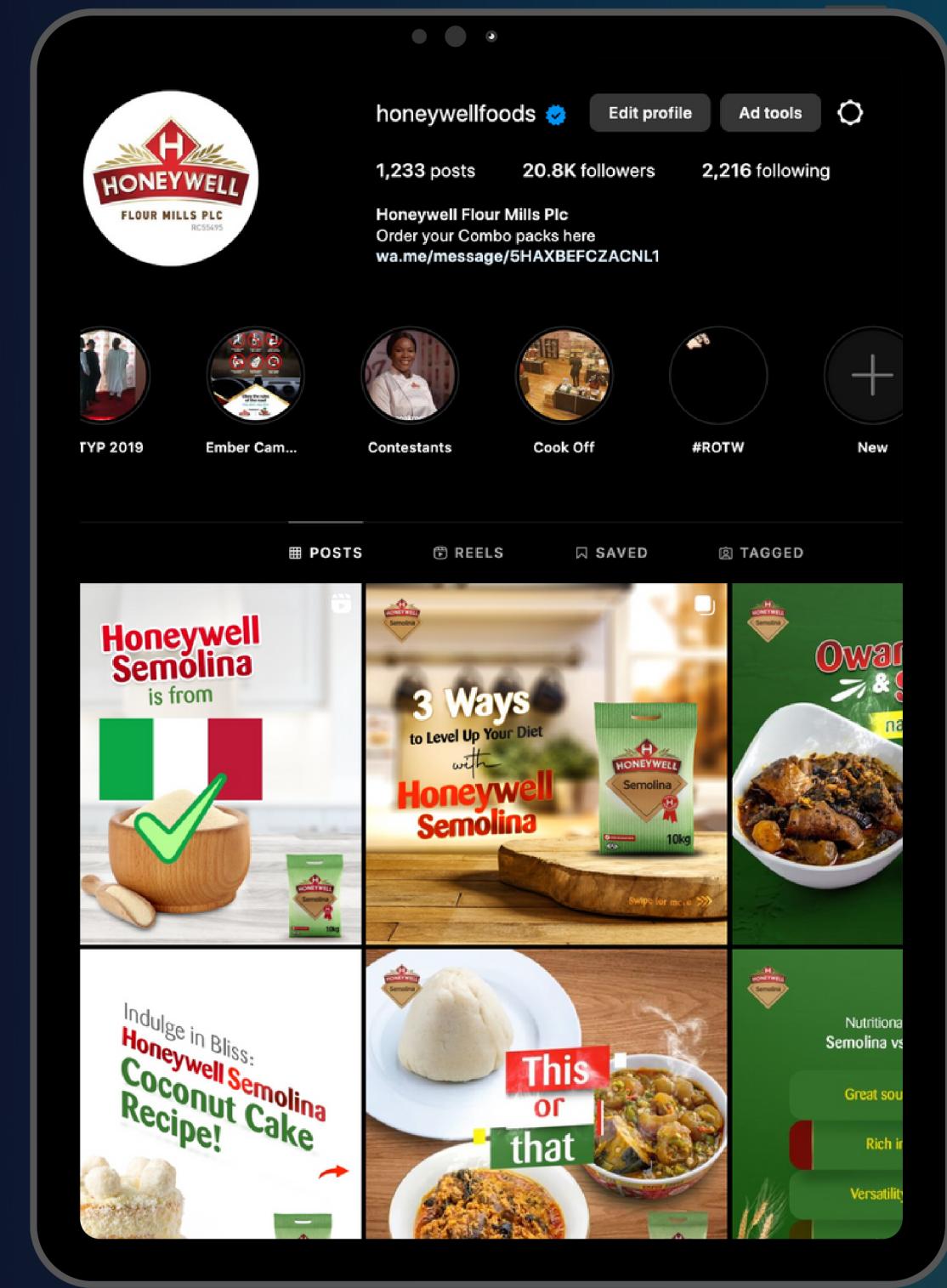


Honeywell Pasta

# Social Media Mgt

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Honeywell Flour Mills

# Report Analysis

In making actionable plans every month, I prepare concrete **insights and analytical reports** that enable these continuously meeting their and exceeding their KPIs.

## Sovereign Trust Insurance Social Media Digital Report



Report date:  
1/06/2023 - 30/06/2023



Sovereign Trust Insurance

# Content Focus

I prepare the strategy for each month detailing the type of content to be posted throughout the month.

Contents are created along these pillars: **Product-focused, Engagement, Educational and Lifestyle & Commemorative.**

## CONTENT FOCUS



**Key takeouts**

For the month of **June**, our strategy was educational focused while showcasing the brand's products & engaging the target audience with exciting content. We also celebrated Father's Day & Id El Kabir which we expressed in our creatives.



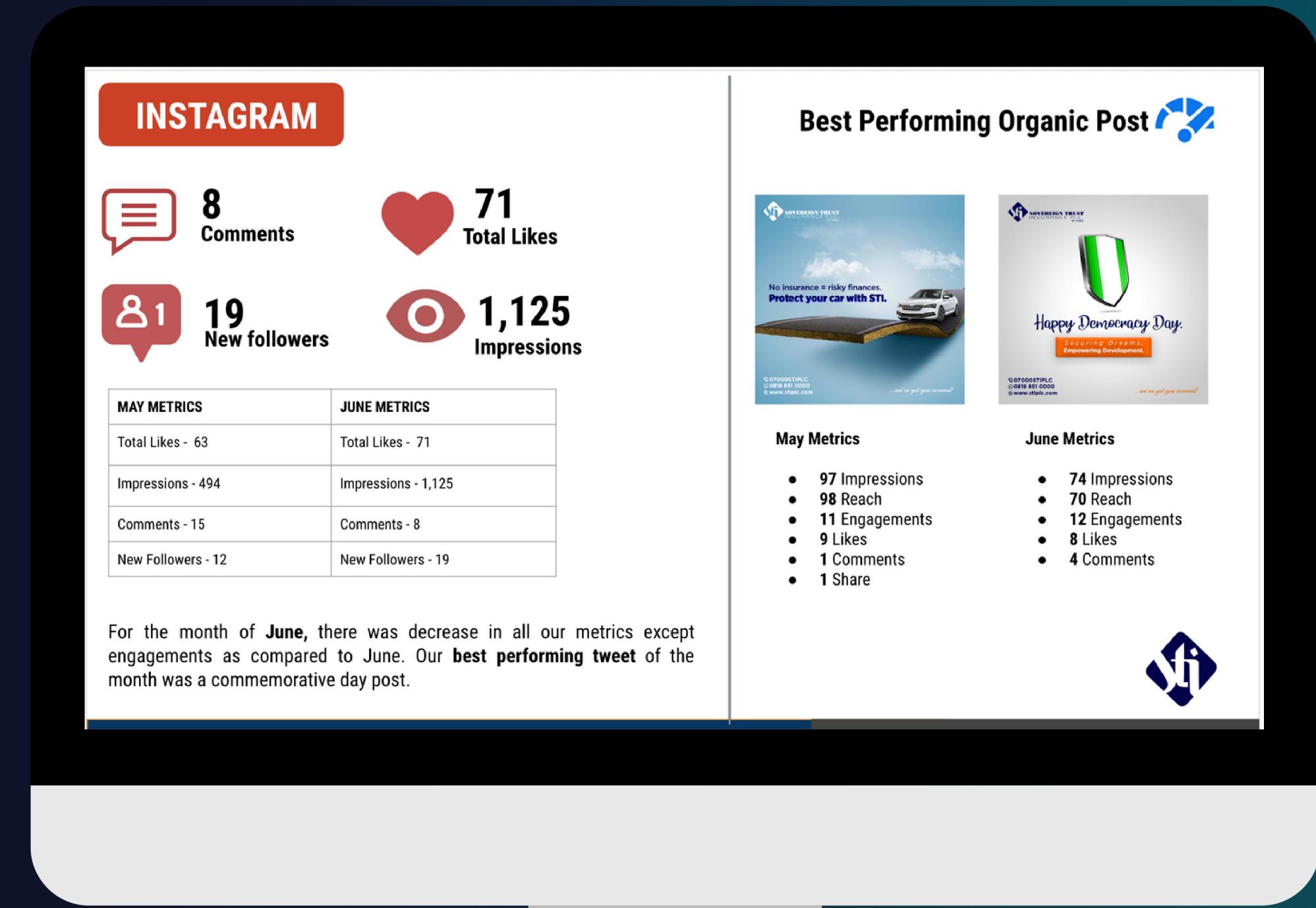


Sovereign Trust Insurance

# KPI Metrics Achieved

All the metrics and KPIs are expressed in details giving an insight to how the **brand performed throughout the month** of each platform.

Performance is compared to the previous month to monitor the growth of the business online.



Sovereign Trust Insurance

# Competition Analysis

Another key insight is the competitor analysis which gives **full data as to how our competitors performed on social media** as well as the kind of content pillars and strategy utilized for that month.



In month of **June**, we analysed what some of our competitors' strategies were:

1. **Tangerine:** They mostly focused on product and commemorative posts which were centered on impressions.

ADS RUN: NONE



Sovereign Trust Insurance

# Recommendations

After each data has been fully expressed, recommendations are inputed to make **actionable plans** going forwards.

## RECOMMENDATIONS

1. **In-house content:** Share more content, especially video content, of the Sovereign Trust team talking about insurance on getting to know will help personalize the brand and make audience more comfortable.
2. **Instagram Reels Content:** As Reels keep gaining popularity, as a brand, we can't be left out. We are looking to engage the in-house team to create reels content we can upload on pages. Reels tend to get more engagement.
3. **Hosting Event:** Community based events physically and digitally generate organic traffic. This will not only aid in meeting the brand's KPI's but also re-establish brand trust and credibility.



Sovereign Trust Insurance

# Honeywell Flour Mills



## Marketing Activities Report

Reporting Period:

[June/Q2/2023]

# Marketing Activities

Creating a summary of marketing activities **helps the stakeholders understand where all efforts were made in achieving the brand's KPIs** and understand how their money was invested monthly.

## Overview

### Summary Of Marketing Activities

- Developed a comprehensive content strategy that aligns with the brand's objectives and target audience.
- Created engaging and visually appealing content, such as step-by-step cooking guides, and pasta-related tips and tricks.
- Incorporated brand elements to maintain consistency and reinforce brand identity.
- Ensured that the content showcased the brand's unique selling points, such as quality ingredients, taste, and versatility.
- Scheduled regular posts and maintained a consistent posting frequency to keep the brand visible and maintain audience interest.
- Responded promptly to comments, questions, and inquiries from the online community.



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# Achieved KPIs

Here, a general table helps understand the **achieved KPIs** for each social media platform.

## Paid Media Campaign Breakdown By Platform

### ACHIEVED KPIS

PLATFORM	Impressions	Clicks	CTR	Engagement	Eng. Rate	Followers
FACEBOOK	1,955,725	1,722	0.09%	32,917	1.68%	14,581
INSTAGRAM	34,415	35	0.10%	3,088	8.97%	0
GOOGLE DISPLAY	109,754	117	0.11%	0	0.00%	0
TOTAL	2,099,894	1,874	0.09%	36,005	1.71%	14,581

- For Honeywell Pasta ads, Instagram outperformed Facebook by recording the highest engagement rate although at a higher spend.
- Facebook generated the most impressions while slightly spending less than Instagram.
- Display underwhelmed in terms of CTR by performing below the industry average of 0.46.

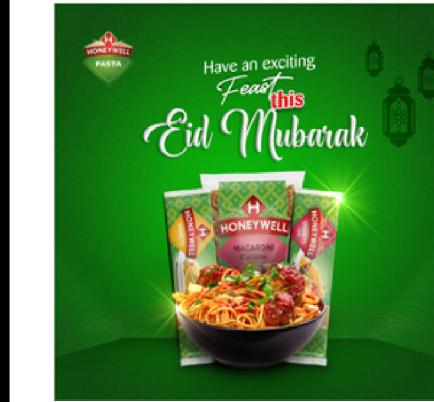


Honeywell Flour Mills

# Best Performing Posts

Each platform is indicated by their best performing post and the **creative assets** that achieved these results.

## Creative Assets - Best Performing Posts



### June Metrics

- 2187 Impressions
- 2332 Reach
- 154 Engagements
- 140 Likes
- 16 Comments

**FACEBOOK**



### June Metrics

- 369 Impressions
- 333 Reach
- 104 Engagements
- 43 Likes
- 43 Comments

**INSTAGRAM**



### June Metrics

- 232 Impressions
- 22 Engagements
- 232 Reach
- 8 Likes
- 2 Comments

**TWITTER**



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# Recommendations

After each data has been fully expressed, recommendations are inputed to make actionable plans going forwards.

## Recommendations

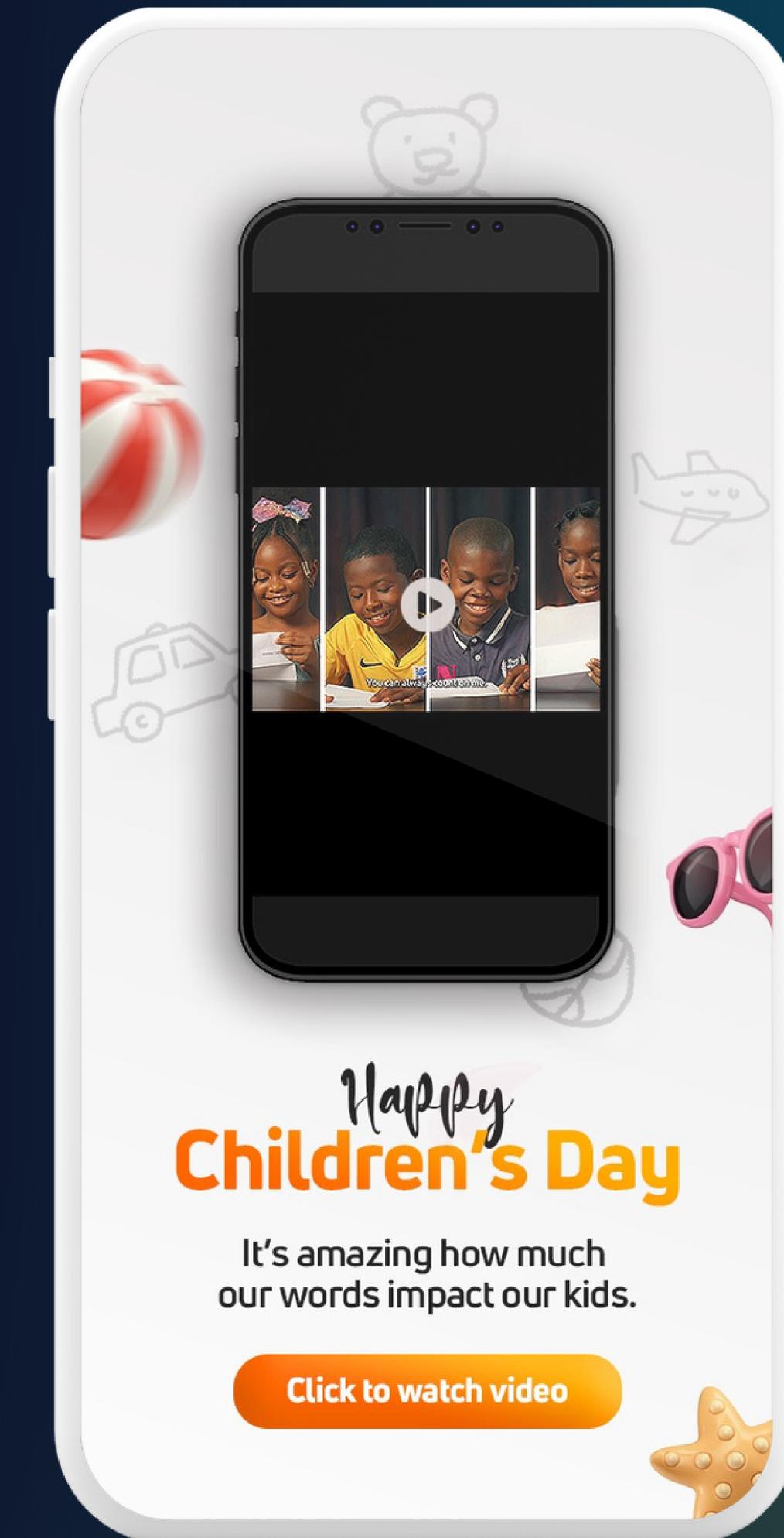
- **Photo & Video Assets:** More attractive video and image assets would help to improve engagement. Having at least 2 variants of these would help determine what audiences prefer to see.
- **Video Content:** More video content will help to drive product engagement across key channels. E.g Youtube.
- **Launching Influencer Marketing:** To build our audience, we would look to leverage relevant audiences from particular Influencers so as to gain like-minded audiences. This will in turn help generate better engagement on the page and go on to increase our Digital share of voice.
- **Community Themed Events:** To compete easily with our competitors, who are active offline. We need to engage the public with events that resonate with them such as cooking competitions, pop ups and mall activation programmes.
- **Gamified Ads Featuring Products:** Plug into the power of rich media content assets across popular supported websites to astronomically drive increased engagement for the different product categories.
- **Asset Customization:** Catering to more inventories with fitting creative dimensions across paid channels would generally help to improve performance.



Honeywell Flour Mills

# Newsletter Designs

I designed newsletters for **Leadway Assurance** which is utilized to visually engage and educate their audience through emails.





Get more with **Leadway**

Click to watch video



# 5 Tips

## For Drivers During This Rainy Season

**SLOW DOWN & ENJOY THE RIDE**

It's not a race! slow down and enjoy the ride. When it rains, the ground becomes slippery, too much speed can make you **skid off the road**.

**USE YOUR WINDSHIELD WIPERS**

Make sure your windshield wipers are in good condition, and use them when needed. **If your wipers are not cleaning effectively, it's time to change them.**

**AVOID SUDDEN MOVEMENTS**

Smooth is always better than sudden. Sudden movements such as hard braking and sharp turns can cause you to lose control on wet roads. **Make gradual movements instead.**

**CHECK YOUR TIRES AND BRAKES**

Stay on top of your game. it's a good idea to have your tires and brakes checked by a professional. **Worn out tires or brakes can make it difficult to stop your car on wet roads.**

**GET COMPREHENSIVE AUTO INSURANCE**

With rain comes flooding. Unexpected flooding can cause damage to your car so you need to be prepared. **Get Auto Insurance and stay ahead of unpleasant surprises**

[Learn more](#)



## 5 Must-Know Things When Travelling for Hajj

**Stay Fit and Energized**

During Hajj, you'll walk as long as **20 miles**. It is crucial to consider your physical state and prepare yourself by exercising often before travelling.

**Be Mindful of Your Food Intake**

**Food poisoning** is common during Hajj. To avoid this, ensure you:

- Wash your hands before and after eating
- Wash fruit and vegetables thoroughly
- Avoid food from street vendors

**Pack Only Important Items**

Ensure to **pack only important items**. Items like bedsheets, towels & tissue are vital for your trip. If you're a woman, pack some comfortable hijabs. Chiffon hijabs are much better because they are breathable.

**Get Valid Travel Insurance**

Make sure you have travel insurance that covers you, just in case it's not part of your Umrah travel package. If it is, ask your travel company what exactly it covers. If travel insurance isn't part of your package, **get our Hajj/Umrah Travel Insurance** to be extra safe.

**Keep Important Documents Safe & Handy**

Keep important documents like passports, flight tickets, travel insurance and vaccination certificates safe and secure. Make extra copies so you can have them in case of emergency.

**Experience Hajj without worries!**

**Get our special Hajj & Umrah Travel Insurance today.**



## 5 Safety Tips for Solo Travellers This Summer

**Research & Choose Safe Destinations**

Choose safe and friendly destinations. Research places with low crime rates, good infrastructure, and positive reviews from other (solo) travellers.

**Share Your Itinerary & Stay Connected**

Share your itinerary with a trusted person from time to time. Use location-sharing apps or set check-in times for added security.

**Trust Your Instincts & Stay Vigilant**

Trust your instincts and stay vigilant. Be aware of your surroundings, especially in unfamiliar or crowded areas. If something feels off, trust your gut and leave. Limit alcohol intake to stay in control and avoid compromising your safety.

**Stay In Safe Accomodations**

Choose reputable hotels or guesthouses with **positive reviews**.

**Blend In & Be Mindful Of Your Appearance**

Blend in. Dress modestly, and respect the laws of the country. Skip flashy jewellery and secure your belongings with anti-theft gear.

**Get Travel Insurance**

If your flight gets cancelled or your luggage goes missing, travel insurance covers the **costs**. This also includes unexpected medical expenses which can happen anytime.

# Flyer Design

I created webinar flyers for **Leadway Assurance** that created learning experiences for their target audience on various benefits of Insurance.

**Linkedin • LIVE**

TOPIC:

## SIDE HUSTLE OPTIONS FOR 9-5ERS

Thursday,  
**4th May**  
Time: 01:00PM

**Host**   
**Olawunmi Amida-Odunsi**  
Internal Control Specialist & Bridal Stylist

**Guest**   
**Celestina Okere**  
HR Professional & Entrepreneur

**Guest**   
**Damilola Oguns**  
Product Designer & Entrepreneur

**LEADWAY**

 • LIVE

TOPIC:

# Dealing With Black Tax

As A Salary Earner

WED June 14, 2023

TIME 1PM



LEADWAY Assurance

 • LIVE

# Let's Talk Insurance

## Tips for a successful Hajj trip

Planning | Finance | Protection



Host

Monsur Salam

Head, HR Operations/Talent Mgt & Org. Devt.



Guest

Gbadegesin Yusuf Adebisi

MD/CEO, TripleK Travel & Transportation Services Ltd



25th April, 2023

6pm - 7pm

LEADWAY



Let's Talk Insurance

TOPIC:

# Summer Vacation On A Budget

- Planning     Affordable Destinations
- Security & Personal Safety
- How to Create Lasting memories



JULY 26TH, 2023



Let's Talk Insurance

TOPIC:

# Assurance On Wheels 2.0

SIMPLE DIY FIXES FOR YOUR CARS.

HOST



Oke Olushola

Transport & Commercial Claims,  
Leadway

GUEST



Michael Ebuwa

Operations Manager,  
Autofactoring



June 22, 2023

Time: 3pm



# Thank you

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