OKONOFUA, O. BRENDA

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PROFESSIONAL SUMMARY

Analytical and results-oriented professional with a diverse background spanning over 2 years in accounting, 4 years in communications, and a year in IT. Skilled in data analysis, programming, and digital marketing, with a strong foundation in full-stack development and UX/UI design. Possesses excellent problem-solving, communication, and team management skills, coupled with a passion for translating data insights into actionable strategies. Currently focused on building expertise in data analysis and software development, leveraging data-driven decision-making to drive business success.

KEY SKILLS

- **Data Analysis**: Python (pandas, NumPy), SQL, Excel, Data Visualization (Power BI, Tableau)
- **Programming**: Python, HTML/CSS
- **Data Management**: Data Cleaning, ETL Processes
- **Web Development**: Full-stack development (front-end & back-end)
- **UX/UI Design**: User Research, Wireframing, Prototyping
- **Tools & Platforms**: Git, GitHub, Canva, Microsoft Office Suite
- **Digital Marketing**: SEO, Social Media Analytics
- **Soft Skills**: Problem Solving, Critical Thinking, Time Management, Effective Communication
- **Other**: Training & Development, Team Collaboration, Project Management

PROFESSIONAL EXPERIENCE

Freelance Digital Marketing & Data Analyst
Self-employed | 2023 - Present

- Conducted in-depth analysis of digital marketing campaigns, leveraging tools like Google Analytics and social media metrics to drive optimization.
- Developed dashboards and reports for clients, utilizing Python and Excel to analyze web traffic, user behavior, and sales data, providing actionable insights for strategy enhancement.
- Applied data visualization techniques to communicate key insights clearly, enhancing decision-making for clients.
- Enhanced client engagement through the use of SEO strategies, content analytics, and competitor analysis.

Full Stack Developer (in training)
ALX Africa | 2022 - Present

- Engaged in building full-stack web applications, focusing on both front-end (HTML, CSS, JavaScript) and back-end (Python, databases).
- Gained proficiency in utilizing modern frameworks and technologies such as Flask and Fast, and honed skills in API integration, database management, and web security.
- Assisted in the creation of interactive data visualizations and data-driven websites using data collection techniques like API scraping.

Country Marketing & Communications Manager
ABBNG Limited | 2006 - 2010

- Managed data-driven communications strategies, overseeing the development of newsletters, media campaigns, and social media presence.
- Analyzed audience engagement data to inform marketing strategies, improving outreach effectiveness and campaign performance.
- Conducted market research and prepared reports to optimize client acquisition strategies.

IS/IT Assistant
ABBNG Limited | 2005 - 2006

- Managed the company's IT assets and provided technical support to staff, ensuring smooth day-to-day operations.

- Administered the company's accounts software and processed daily and monthly financial reports, gaining insights into business financial data.

M & M Pastoral and Events Center Manager
2019 - Present

- Oversaw business operations and customer service while working with data to analyze guest satisfaction and optimize event outcomes.
- Implemented feedback systems to track visitor engagement and service quality, applying data to refine service offerings.

EDUCATION

ALX Africa – Software Engineering Program (2022)
UXL School of Design – UX/UI Design (2023)
Lagos Business School – Marketing and Social Media in Africa

TRAINING & CERTIFICATIONS

- **ALX Founder Academy**
- **TEFL**
- **Content Creation**
- **Facebook Ads Mastery**
- **Canva Pro**
- **Data Science and Analytics (Coursera)**
- **Women In AI Fellowship 2025**

VOLUNTEER EXPERIENCE

Nigerian Red Cross Society – Volunteering (Focus on data collection for health outreach initiatives)
Bonnicare Foundation – Volunteering (Assisted in organizing events and analyzing participant feedback)
Ceydon Education and Health Group – Volunteering (Managed volunteer data and helped optimize educational programs)

HOBBIES & INTERESTS

- Reading and researching on data science trends
- Traveling and experiencing new cultures
- Listening to music, cooking, teaching, volunteering

REFERENCES

Available upon request.