

Emmanuel Henry

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Professional Summary

A results-driven professional with 3 years of experience at CD Care Limited, beginning as a Social Media Manager and advancing to the role of Procurement Manager. This diverse background has equipped me with a strong understanding of marketing operations and procurement processes. I possess a unique blend of expertise in strategic sourcing, supplier management, and marketing strategy, allowing me to drive efficiency and contribute to business growth. Known for my ability to adapt and thrive in dynamic environments, I am committed to delivering value through innovative solutions and cross-functional collaboration.

Core Competencies

- **Visual Content Creation:** Proficiency in graphic design tools and media platforms
- **Digital Marketing Strategy:** Advanced understanding of creating effective campaigns and content
- **Creative Content Development:** Expertise in designing promotional materials and social media content
- **Communication & Interpersonal Skills:** Excellent verbal and written communication
- **Organizational Skills:** Ability to manage multiple projects, meet deadlines, and coordinate tasks
- **Microsoft Office Suite:** Advanced skills in Word, Excel, PowerPoint, and Outlook

Professional Experience

Procurement manager

CD Care Limited | October 2023 - Present

- **Cost Efficiency & Strategic Sourcing:** Negotiated with suppliers to reduce costs, maximizing value and directly enhancing profitability for the organization.

- **Supply Chain Resilience:** Strengthened supply chain stability by optimizing relationships, reducing lead times, and preventing operational disruptions.
- **Compliance & Risk Management:** Ensured full regulatory compliance and adherence to policies, mitigating risks and protecting organizational reputation.
- **Innovation & Sustainability:** Partnered with sustainable, innovative suppliers to align procurement with industry trends and corporate responsibility goals.

Social Media Manager

CD Care Limited | June 2020 - October 2023

- **Content Strategy & Engagement:** Developed creative content strategies that increased brand engagement and fostered community interaction across platforms.
- **Brand Awareness & Growth:** Boosted brand visibility by implementing targeted campaigns that attracted and retained loyal followers.
- **Analytics & Performance Optimization:** Monitored social media metrics, optimizing content and campaigns to improve reach and audience engagement.
- **Crisis Management & Reputation:** Managed social media crises effectively, safeguarding brand reputation through timely responses and proactive communication.

Education

Bachelor's Degree in Software Development

Brigham Young University-Idaho | April 2024

- **Certificate in Web Development**
- **Certificate in Software Development**

Certifications

Zendesk Customer Service Professional Certificate

LinkedIn Learning | August 2024

- Expertise in utilizing customer service tools and methodologies to enhance user experience, relevant to supporting visual content management systems.

Social Media Marketing Professional Certificate

Hootsuite via LinkedIn Learning | August 2024

- Designed and implemented strategic social media campaigns to increase brand visibility and engagement.
 - Mastered content creation tailored for various social platforms, ideal for visual assistant work.
 - Applied advanced techniques to drive online community engagement through targeted visual content.
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Skills & Tools

- **Graphic Design Tools:** Adobe Photoshop, Illustrator, Canva (mention any tools you are familiar with or are willing to learn)
 - **Social Media Management:** Hootsuite, Buffer, Instagram, Facebook, Twitter
 - **Content Management Systems:** WordPress, Wix (if applicable)
 - **Collaboration Tools:** Google Drive, Slack, Microsoft Teams
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