

Helen Edet Essang

Lagos, Nigeria | +2347087283892

helenessang2018@gmail.com

<http://www.linkedin.com/in/helenessang-b3591b17a>

PROFESSIONAL PROFILE

An enthusiastic graduate looking for a fulfilling position where I can utilize skills developed. Throughout my education, I have established a strong foundation in broadcasting, journalism, digital marketing, creative writing, marketing, business strategy and public relations. With a degree in communication, I have an in-depth understanding of organizational communication skills and effective marketing strategies.

CORE SKILLS

- Ability to adapt to changing environments.
- Ability to handle different projects at the same time.
- Capable of creating simple and effective thinking that is easy to understand and implement.
- Effective time management.
- Good communication skills.
- Quick learning capability.

EXPERIENCE

Freelancing

January 2019 – Till Present

Title. Content Writer/Creative Writer

As a freelancer, I write and deliver both creative and professional contents to clients on online marketplaces like Fiverr and through references.

- Create copywriting deliverables like email marketing, biographies and written content for websites.
- Provide clients with creative writings and storytelling contents.

ROMEDIA

October 2019- February 2020

Title. Digital Marketer/Content Manager

Tasked with the responsibility of creating digital marketing campaign ads on strategic social media platforms and managing digital contents.

- Create and handle digital marketing campaigns for ROMEDIA on strategic social platforms in order to create brand awareness and drive sales.
- Tasked with content management of digital contents across strategic social platforms to enable achievement of company's social media goals.
- Identify and analyze social media metrics to enhance sustainable company growth.

Government secondary school -Rivers, Nigeria (NYSC)

November 2018- September 2019

Title. Literature in English Teacher

Tasked with the responsibility of taking the students in literature and promoting the development of literary and creative writing.

- Handled the development of the student's literary and creative skills.
- Coordinated the students during their literary and debate competition.
- Assisted in the development and executions of artistic campaigns for the students.

House of CHI (a subsidiary of TGI group of companies) -Lagos, Nigeria. **June 2018 –September 2018**

Title. Sales Representative

Charged with the responsibility of creating marketing strategies that will influence buyers and lead to the increased sales of company's products.

- Assisted in creating awareness for the company's products in unreached terrains.
- Increased company's revenue by driving sales of products.
- Influenced customer's decision which made them loyal consumers of the company's product.
- Assisted in building a positive brand image for the company and its products.

The Roothub Accelerator Systems -Akwaibom, Nigeria **July 2016 - October 2016**

Title. Marketing and Public Relations Intern

- Worked with other interns to create advertising and digital marketing campaigns.
- Engaged in copy writing and creative writing.
- Assisted in the development, execution and tracking of public relations campaigns.

Uniuyo FM – Akwaibom, Nigeria **June 2014 – October 2015**

Title. Co-presenter

Responsible for writing programme scripts and presenting them on air.

- Assisted in developing radio scripts for anchored programmes.
- Co-presented radio shows with other presenters.

EDUCATION

Bachelor of Arts in Communication Arts (BA) **2018**

University of Uyo|Uyo, Akwaibom state, Nigeria.

- Award of academic excellence 2017, 2016.

CERTIFICATION

NYSC Discharge Certificate 2019

Google Digital skills for Africa 2019

Social Media Strategist 2019

Mitchell and Mitchell Business School 2017

ADDITIONAL INFORMATION

Languages: Oron (native), English (highly proficient)

Technologies: Proficient in Microsoft office

REFERENCES

Available upon request.