

EDOR, DESIRE OKOH

Digital Marketer | Social Media Manager | Public Relations Specialist | Content Creator

+2347066546283 | edordesire@gmail.com | Lagos, Nigeria

Professional Summary

Dynamic and results-driven Digital Marketer with a strong background in Public Relations, Social Media Management, and Content Creation. Proven ability to develop and execute effective digital campaigns, increase brand visibility, and drive audience engagement across multiple platforms. Known for building strategic media relations, crafting targeted content, and executing marketing strategies that align with business goals. A resourceful team player with a passion for storytelling, digital trends, and community engagement.

Core Competencies

- Digital Marketing Strategy & Execution
- Content Ideation & Creation
- Paid Ads (Meta, Google) & SEO Basics
- Social Media Management & Branding
- Public Relations & Media Outreach
- Campaign Analytics & Reporting
- Event Planning & Promotion
- Influencer & Community Engagement

Professional Experience

Head of Promotions / Social Media Manager / Content Creator

Junk House Entertainment

Jan 2019 – Present

- Oversaw all promotional activities and ensured alignment with brand guidelines.
- Successfully increased audience engagement and listener base through strategic content and marketing communication.

Marketing & PR / Social Media Manager

X24 Distro and Promotions

Jan 2018 – Dec 2018

- Developed engaging content to enhance the organization's public image.
- Strengthened brand visibility through targeted social media campaigns.

Content Creator / Social Media Manager

Cross River University of Technology

Mar 2017 – Dec 2018

- Produced compelling digital content that aligned with institutional goals.
- Increased student engagement and awareness through consistent online presence.

Event Marketing & Promotions Officer

Josse Entertainment — Mar 2016 – Mar 2017

- Managed creation and execution of all event marketing materials.
- Ensured promotional content adhered to company branding guidelines.

Education

British Council – Creative Enterprise Support Programme (Music) Marketing & PR — 2022

Bachelor of Science in Technology, Cross River University of Technology —
2018/2019

Phone Technician / Electrical Maintenance Certification — 2013/2014

Additional Activities

- Public Speaking
- Volunteering
- Community Development
- Artist Publicity
- Event Coordination
- Business Development

Contact Information

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