

Ugochukwu Maduagufor-Ogoke

Profile

Experienced digital communications specialist with expertise in web development, design, email marketing and online content creation. Passionate about using technology and digital media to advocate for human rights and social justice. Skilled in crafting impactful messaging, building engaging online communities, and leveraging digital tools for advocacy and awareness-raising. Strong background in philosophy, with the ability to analyze complex issues from multiple perspectives and communicate ideas clearly. Driven to use digital platforms to give voice to marginalized communities and advance the cause of universal human rights.

+2348137960837 - ugochukwuogoke@gmail.com - Portfolio Website - Enugu, Nigeria

Work Experience

Digital Communications Officer and Program Associate (2023 - Present)

Women's Aid Collective - Enugu, Nigeria

- * Designed and deployed responsive websites using HTML, CSS, and JavaScript, enhancing user engagement by 30%.
- * Led a cross-functional team on a community research project across four Enugu communities, delivering the project 2 weeks ahead of schedule.
- * Mentored Civil Society Organizations (CSOs) in Rights-Based Advocacy under an EU-ACT/British Council Project, resulting in a 50% increase in successful advocacy campaigns.
- * Collaborated with Capacity Development Providers (CDPs) to develop and manage an online learning platform, increasing CSO engagement by 40%.
- * Implemented modern design principles to create user-friendly interfaces, reducing bounce rate by 25%.
- * Optimized websites for performance and SEO, leading to a 35% increase in organic traffic.
- * Conducted thorough testing and debugging for web applications, ensuring 100% uptime during critical project phases.
- * Integrated third-party APIs and plugins to enhance website functionality, improving user experience ratings by 15%.
- * Coordinated a team of 24 anti-trafficking advocates for social media campaigns, resulting in increased awareness and engagement, and hosted live discussions on Twitter Spaces that fostered community dialogue and support.
- * Collaborated with influencers on an anti-trafficking media campaign, enhancing outreach and engagement.
- * Provided technical support and troubleshooting, resolving 95% of issues within 24 hours.
- * Designed "Survivors Watch," a monthly newsletter showcasing success stories of survivors of Gender Based Violence, and also distributing to email subscriber using mailchimp resulting in 20% increase in community engagement and awareness.
- * Designed Case breakdown analysis using PowerPoint for Legal department's monthly case analysis.

Intern (2022 - 2023)

Women's Aid Collective - Enugu, Nigeria

- * Coordinated monitoring, evaluation, and follow-up activities on CBOs, increasing reporting efficiency by 20%.
- * Designed digital media and graphics for the Communications Unit, improving campaign visual engagement by 15%.
- * Supported the Legal Unit with research and documentation, ensuring 100% accuracy in legal filings.

Social Club Team Leader UNN (2018 - 2021)

Hopefulme - Nsukka, Enugu

Led a team of 10 members to promote motivational content, growing community membership by 40% in 2 years.

Founder/Chief Editor (2017 - 2020)

Campusxp - Nsukka, Enugu

- * Founded and managed a campus magazine, selling out 100% of all printed issues over four editions.
- * Directed all editorial, marketing, and sales efforts, achieving a 50% increase in readership.

Freelance Graphics and Web Designer (2018 - Present)

- Remote

- * Developed websites for various clients globally using HTML, CSS, JavaScript, PHP, and MySQL, increasing client site traffic by an average of 35%.
- * Designed logos, brochures, and other marketing materials using Adobe Photoshop and Illustrator, boosting brand recognition for clients by 20%.

Education

University of Nigeria, Nsukka (2015 - 2021)

Nsukka, Enugu State, Nigeria.

Bachelor of Art: Philosophy, Second class honors (lower division)

Certifications

FreeCodeCamp (February, 2023 - July, 2023)

Responsive Web Design Developer Certification

United Nations Institute for Training and Research (UNITAR) (November 2023)

- March 2023

Developing essential digital skills for women and youth in Africa Certification Supported by IBM SKILLBUILD

United Nations Institute for Training and Research (UNITAR) (September 16th, 2024

- September 22nd, 2024)

Generative AI Fundamentals Certification

offered by Microsoft Community Training with a score of 100%.

United Nations Institute for Training and Research (UNITAR) (September, 2024 -

October, 2024)

Advancing Sustainable Development in Practice Certification

Skills

- HTML, CSS, JavaScript, PHP, SQL, Adobe Photoshop, Illustrator, Microsoft Office, Mailchimp, SMTP config, Generative AI.