

NNAMDI .U.DURUIKE

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PROFESSIONAL PROFILE

Nnamdi seeks to adequately tackle and carry out tasks creatively in a demanding work environment for the success of the establishment while pursuing career growth, personal development and continuous Improvement. A communicator and exceptional leader with a positive attitude and a growth mindset for effective operation. Currently seeking opportunities to utilize his knowledge in an organization with a culture for excellence.

Personal Profile

Nationality: Nigerian
State of Origin: Imo state
Date of Birth: 4th November, 1998
Gender: Male
Marital status: Single
Religion: Christian

SKILLS

- Written & Verbal Communication.
- Creativity
- Email Marketing.
- Brand marketing strategy
- Digital Data Analytics
- SEO/SEM
- Strong Numerical and Analytical skills to solve problems creatively
- Microsoft Office Suite
- Online Community Building/Management
- Use of Social Media tools (Instagram, Twitter, Buffer, Tweetdeck)
- Digital Marketing
 - Product Ideation
 - Storytelling

INTERESTS

- Brand Building
- Finance
- Music
- Technology
- Research
- Media

WORK EXPERIENCE

LandWey Investment LTD April, 2023 – Present

Position: Digital Marketing Officer

Develop working concepts, strategies and campaigns for the promotion of the LandWey brand both offline and online.

- Collaborate in the content creation process from captions to creation of visuals and audio-visuals for print, billboard and digital media platforms.

- Creation and promotion of adverts across the digital media (Facebook, Instagram, Twitter, LinkedIn, Google, YouTube)
- Drafting, creating and distribution of all marketing and communications emails to existing and prospective clients with the use of email marketing tools like Mailchimp.
- Liaise with both the online and offline media outfits for the promotion and positioning of the LandWey brand.
- Develop and execute digital marketing campaigns to help brands grow reach, followership and increase engagement both online and offline.
- Create and effectively manage budgets for the sake of brand promotion, positioning and leads generation.
- Managed the company paid media channel and develop go to marketing strategies that onboarded over 1000 Businesses.
- Managed the company communication, both social media and the email platform.

PennyTree August, 2022- February, 2023

Position: Product Marketing

Develop and engage in digital media buying tactics and strategies on different digital media platforms for the launch and sustenance of digital marketing campaigns.

- Managed the company communication, both social media and the email platform.
- Managed the company paid media channel and develop go to marketing strategies that onboarded over 1000 Businesses.
- Supervise the writing of compelling copy for social media posts and drafting of content calendars that comprise engaging, interactive copy and design concepts for each post creative.

LoanPlus Partners February, 2022- August, 2022

Position: Business Development Executive

- Get businesses to use company credit facility and also managed over 50 client portfolios

National Institute of Oceanography and Marine Research (NIOMR) Lagos. August, 2019-January, 2020

Position: Research Intern

- Worked as an intern in the geology department carrying out geologic research and geologic Analysis.
- Logging of data sample on spreadsheet.

Nigerian Airspace Management Authority (NAMA) Ikeja, Lagos. November, 2019- March, 2020

Position: Intern

- Documentation of cartographic map and studying of Aeronautical information system (AIS)

Vida ICT Owerri August 2018- February 2019

Position: User Acquisition/Marketing

- Identify potential business for company Services
- Building awareness for company services for Business

EDUCATION

- Institution: Google Analytics Academy
- Institution: Federal University of Technology Owerri, Imo state
- Institution: Institution: Google Digital Garage
- Institution: Nigerian Navy Secondary school Abeokuta, Ogun state.

CERTIFICATES

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|---|-----------|
| • Advance Google Analytics | 2022 |
| • Keystone Bank Digital skill | 2022 |
| • Google Analytics for Beginners | 2022 |
| • Bachelor of Technology (Geology) | 2015-2021 |
| • The Fundamentals of Digital Marketing | 2019 |

REFERENCE

Available at request