

BLESSING OGHIE

Digital Marketer | Social Media Manager | SEO & Content Strategist

Lagos, Nigeria | blessingoghie@outlook.com | +234 814 444 6306

<https://blessing-portfolio-tawny.vercel.app>

<https://www.linkedin.com/in/blessing-oghie>

SUMMARY

- Strategic and creative Digital Marketer and Social Media Manager with 3+ years of experience driving engaging campaigns and social growth through graphic design, video editing, and compelling storytelling.
- Proficient in SEO, paid advertising, content strategy, and data analytics, with a track record of increasing engagement, boosting traffic, and converting audiences.
- Skilled in tools such as WordPress, Meta Ads, Canva, CapCut, and Google Analytics to execute and optimize high-impact digital strategies

EDUCATION

University of Lagos (Unilag) – Lagos, Nigeria

January 2020 – September 2024

B.Sc. Economics

WORK EXPERIENCE

Digital Marketer

June 2024 - July 2025

Friska Life/Friska Farms Ltd – Lagos, Nigeria

- Managed social media accounts, created graphics, edited videos, and handled community engagement to strengthen brand presence and drive audience interaction.
- Executed Instagram, WhatsApp, and **email marketing** campaigns that increased sales conversion by 30%, and developed SEO-optimized blog posts and landing pages using WordPress and Elementor.
- Connected Meta Ads to custom landing pages, tracked performance with Google Analytics, and contributed to content calendars, customer retention strategies, and loyalty funnels.

Brand Manager

June 2025 -

Rebrand Daily – Lagos, Nigeria

- Designed and executed branded content calendars across Instagram, Facebook, TikTok, LinkedIn and YouTube, tailoring messaging to each platform.
- Created high-performing graphics and videos using tools like Canva, CapCut, and Adobe Premiere Pro, boosting engagement by up to 80% through strategic Reels and storytelling.
- Scheduled posts, tracked performance with Hootsuite, and Meta Business Suite, and collaborated on brand messaging, audience targeting, and client reporting.

Admin Officer/ Social Media Community Manager

May 2021 - August 2023

Eporte Digital Marketing Agency – Lagos, Nigeria

- Directed cross-platform brand communication strategies and executed digital media campaigns, leading to a 75% increase in audience engagement.
- Conducted competitive market analysis to shape messaging and positioning, while optimizing ad performance and budget using Google Ads and Meta Ads Manager.

- Supported remote operations by managing campaign reporting, content planning, and digital asset organization, contributing to overall marketing efficiency in a fast-paced agency environment.

Finance Officer

May 2020

Papies Meatro – Lagos, Nigeria

- Oversaw inventory management, bookkeeping, and account reconciliation with high attention to detail and accuracy.
- Generated and analyzed weekly sales reports using Excel, providing actionable insights that informed and enhanced marketing strategies.
- Utilized strong organizational and Excel skills to streamline financial documentation, track performance metrics, and support efficient decision-making

ACHIEVEMENTS

- SEO Growth: Boosted organic traffic by 50% through targeted keyword optimization.
- Content Performance: Developed video and carousel content that significantly improved engagement metrics.
- Campaign ROI: Increased conversion by linking paid campaigns to optimized landing pages.
- Customer Retention: Achieved a 95% customer satisfaction rating through prompt support and personalized communication.

SKILLS

- Social Media Management & Strategy
- Content Creation (Graphics & Video Editing)
- Paid Advertising (Meta Ads & Google Ads)
- Email Marketing & Automation
- SEO & Web Analytics.
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CERTIFICATION

- Social Media Marketing – HubSpot Academy
- Google Digital Marketing & E-commerce – Coursera
- Video Editing Fundamentals – Udemy
- AI Career Essentials – ALX
- Digital Marketing – Aleph
- Content Creation & Personal Branding – ALX

INTERESTS

Digital Marketing Trends	Content Creation	Data-Driven Strategy	Brand Growth
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LANGUAGES

English (Full Professional proficiency)

