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State

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PERSONAL SUMMARY

Digital Marketing Specialist with 4+ years' experience in SEO, content marketing, and social media management. Track record of driving business growth through data-led marketing campaigns. Led a campaign that increased visibility for Nigeria's

largest wellness brand, Damos Wellness, through engaging video ads. Trained over 2,000 marketers in the past 4 years, shaping the next generation of digital marketing talent.

TECHNICAL SKILLS

- Graphic design/Video Editing: Canva, Adobe Creative Suite (Photoshop, Illustrator)
- Analytical tools: MS Excel, Power BI, Google ad words.
- Social media: [YouTube.com](https://www.youtube.com), Facebook, Instagram, Twitter, LinkedIn, Alienable, discord

EDUCATION

2020 - present - B.Sc., Medical Radiography, Federal University Owerri, Nigeria (Expected 2024)

2014 - 2020 - SSCE WAEC., Federal Government Girls College Owerri, Nigeria

RELEVANT WORK EXPERIENCE

Charioth Express Limited March 2024 - Sept 2024

Chief Marketing Officer Remote

- Designed a comprehensive marketing structure to optimise resource allocation

and operations.

- Managed content calendars and oversaw Instagram marketing efforts.

- Achievement: Developed a strategic 6-month roadmap outlining content goals and objectives.

Damos Wellness 2021 - present

Role: Content Lead Remote

- Contributed innovative ideas in brainstorming sessions, resulting in the successful launch of three marketing campaigns and improved brand positioning.

- Collaborated with influencers, expanding social media post reach and increasing follower engagement significantly.

- Achievement: Improved brand awareness by 25% through successful video marketing campaigns.

Becomm Group 2022 - 2024

Role: Digital Marketing Specialist Remote

- Expanded brand reach and engagement by strategically partnering with influential figures in the industry.

- Achievement: Executed highly effective organic and paid social media campaigns that resulted in over 200 leads converted to sales within two months.

REFERENCES

Available on request.