

QUEEN OKORONKWO

okoronkwonmesoma@gmail.com | +234 (0) 813 890 8884 | Ajoku Street, Owerri, Imo State

LINKEDIN: <https://tinyurl.com/linkedin-ok-queen>

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.

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
Chief Marketing Officer

March 2024 - Sept 2024
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.