

MARCELINA OMOZELE ELEBESUNU

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SUMMARY

Results-driven marketing and content creation specialist with diverse experience in strategy, social media management, and campaign execution. Skilled in crafting compelling content, analyzing audience trends, and leveraging innovative solutions to drive engagement. Currently pursuing dual studies in Entrepreneurial Leadership and Nursing, demonstrating a unique multidisciplinary approach to leadership and problem-solving.

EDUCATIONAL BACKGROUND

African Leadership University – Kigali, Rwanda

Started on Sep 2022 - Now

BSc. Entrepreneurial Leadership

Relevant Coursework: Introduction to Microeconomics, Systems Thinking and Gap Analysis, Theory of Change and Opportunity Mapping, Professional Skills Lab 1 & 2, Complex Problem Solving, Building and Scaling Teams and Building Startups and Creating Employment in Emerging Markets.

Mount Kigali University – Kigali, Rwanda

Started on Sep 2023 - Now

BSc. Nursing Sciences

Relevant Coursework: Fundamentals of Nursing 1 & 2, Anatomy and Physiology, Communication and ICT, Behavioral Sciences, Biomedical Sciences 1 & 2, Clinical Pharmacology, Obstetrics and Gynecology, Pathophysiology, Community Health Nursing, Communicable and Vector Borne Diseases and Medical Surgical Nursing 1 & 2.

EXPERIENCE

Social Media Strategist

LadX– Kigali, Rwanda

Nov 2024 - Present

- Creating engaging and impactful content to enhance brand visibility across various platforms.
- Collaborating with the team to design and execute marketing materials and campaigns tailored to target audiences.

Content Creator

Le Continent– Kigali, Rwanda

Nov 2024

- Created content to promote the restaurant and attract more customers.
- Developed social media campaigns and visual materials to increase awareness and engagement.

Marketing Intern

Ndego Farms– Kigali, Rwanda

May 2024 - Aug 2024

- Conducted market research to identify trends and consumer needs in the agricultural sector.
- Assisted in the promotion of sustainable farming products and practices.

Marketing Intern

Natcom – Kigali, Rwanda

Jul 2023 - Sep 2023

- Designed and implemented a model to predict user mood based on input data.
- Applied deep learning techniques and integrated the model into an accessible interface for end-users.

Marketing Intern

S.U.L Mobility, E.V.P, Safirun Logistics and Guraride

Apr 2023 - Aug 2023

- Created content for social media platforms to enhance visibility and engagement.
- Developed and managed calendars to organize campaigns and events.
- Conducted market research to identify trends and opportunities for growth.

EXTRACURRICULAR ACTIVITIES

Team Leader – Think Tank and Negpod, ALU E-Lab

September 2022 - December 2022

Led a team of seven students to develop a deliverable focused on the GCGO of our choice. Designed, conducted and presented interviews with five potential stakeholders.

Social Media Manager, F.O.B Ventures

October 2021 - January 2022

Created and managed an Instagram account to promote the company's farm products.

TECHNICAL SKILLS

- **Content Creation & Digital Marketing:** Canva, CapCut, Adobe Creative Suite and Social media platforms (Instagram, TikTok, Facebook)
- **Marketing Strategy & Research:** SEO, content strategy development, Market research and customer outreach.
- **Communication & Branding:** Copywriting and content storytelling and Brand development and messaging
- **Project Management & Collaboration:** Microsoft Office Suite (Excel, Word, PowerPoint), Google Workspace (Docs, Sheets, Slides) and Slack (for team collaboration and project management).