

## OKPALA CHISOM SHERYL

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Abuja, Nigeria

+234 (0) 803 781 8417

### PROFESSIONAL SUMMARY

A creative content writer and digital marketing erudite with 2 years of experience in the fast paced industry of media and advertising, with a track record of providing innovative content solutions and strategies for business branding and visibility.

### AREAS OF EXPERTISE

Content creation	Digital marketing	Stellar research
Storytelling	Public speaking	Marketing
Innovative problem solving	Creative writing	Brand management
Critical thinking	Excellent written and oral communication	Social media management

### PROFESSIONAL EXPERIENCE

#### Muzzlab Technologies

##### Content writer and Digital marketer

Benin City, Edo State  
May 2021- Date

- Creating content for client's social media pages and website content.
- Platform management
- Strategy and brainstorming ideas (responsible for rebranding a digital design company to a digital branding agency).

#### Ace Farming

##### Content writer

Abuja, Nigeria  
November -December 2020

- Oversaw the general content management of Ace Farming.
- Specialized in providing written and video contents for Ace Farming.

#### MOBicure

##### Content writer

Benin City, Edo State  
January -June 2020

- Provided daily contents across Mobicure's social media platforms and Apps.
- Oversaw content management
- Drove promotional marketing and advertising
- Launched the first Podcast series at Mobicure

#### Intern

October - November 2019

- Oversaw a team of interns to increase the company's branding through effective publicity and programs
- Assisted in the emergence of the Tele-Medicine acclaimed app "Mypaddi"
- Planned programs that emphasized on massive outreach, publicity and health campaigns.

### VOLUNTEER EXPERIENCE AND INTERNSHIPS

Digital marketing intern, Side hustle	June - July 2021
Illusion Decals	January - April 2021
Talent mine academy	2020 - Date
Content writer, Jeff Issessele Foundation	2020 - Date

### EDUCATION

B.Ed. English and Literature Education. <i>University of Benin, Edo State Nigeria.</i>	2019
Introduction to Digital Marketing. <i>SARMLIFE Digital School.</i>	2021
Creative Writing. <i>SARMLIFE Digital School.</i>	2021