



IBU

EL-NISSI

MARKETING SPECIALIST

## PROFILE

My name is Ibu El-Nissi. I am a digital marketer, social media manager and an undergraduate at covenant university. I am resourceful and purpose driven and possess a broad set of skills which are not only tailored to my course but find usage in wider array of disciplines. I have a proven track record in leadership roles and I am passionate about continuous learning, I thrive in dynamic, collaborative environments and am eager to contribute my expertise to a forward-thinking company.

## CONTACT

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## HOBBIES

Reading  
Dancing and aerobics  
Creative works

## EDUCATION

### ST. FRANCIS SECONDARY SCHOOL

2015 - 2021

- SSCE Certificate

### COVENANT UNIVERSITY

2021 - TILL DATE

- Currently a first-class student of marketing in my final year at covenant university
- Nominated for the advan-advertisers association of Nigeria award
- All-rounder 2023/2024 NIMSA awards

## WORK EXPERIENCE

### UNIQUE HERITAGE MODEL SCHOOL (Part time Personal Assistant)

2023-2024

- Diary Management: Organized and managed the headteacher's schedule, ensuring efficient time management and prioritization of tasks.
- Correspondence Handling: Managed incoming and outgoing communications, including emails, letters, and phone calls, ensuring timely responses and follow-up.
- Document Preparation: Prepared, formatted, and distributed various documents, reports, and presentations, maintaining high standards of accuracy and professionalism.
- Record Keeping: Maintained and updated school records, files, and databases, ensuring information was accurate and easily accessible.

### WILDFIRE BUSINESS SOLUTIONS (Marketing Intern)

August- October 2024

- Email marketing: drafted and sent put emails to prospects and clients
- Content creation: created and edited different kinds of content to be uploaded on social media platforms.
- Assisted the human resources manager in his duties

## SKILLS

### Technical Skills

- SEO specialist

### Soft skills

- Effective communication
- Leadership
- Detail Attentiveness
- Time Management
- Research
- Microsoft Office Package
- Team Collaboration • Strategic Planning

## LEADERSHIP

- **Deputy Faith and Justice Advocate, St. Francis Catholic Secondary School**
  - 2020-2021
  - Advocated for faith-based initiatives and justice-related activities within the school community.
- **Academic Director, NIMASA, Covenant University**
  - 2023-2024

- Oversaw academic programs and initiatives, ensuring high standards of educational excellence.
- **Financial Secretary**, NIMASA, Covenant University
  - 2024-2025
  - Managed financial records and transactions, ensuring transparency and accuracy in all financial dealings.

## **CERTIFICATES**

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- Certificate in Email Marketing, HubSpot
- Certificate in Prompt Engineering, Covenant University
- Certificate in Search Engine Optimization, Coursera
- ATS 3 Candidate, Institute of Chartered Accountants of Nigeria (ICAN)