

## Lois Etemfa Oju

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### Role Of Frontend Designer and Social Media Marketer

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#### PERSONAL DETAILS

**Birthday:** February 11th, 1993

**Marital Status:** Single.

**Country Of Origin:** Nigeria

**State Of Residence:** Abuja

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#### OBJECTIVE

A skilled Front-End Developer proficient in HTML, CSS, JavaScript, and ReactJS, coupled with a background in copywriting, and journalism. Dedicated to crafting seamless user experiences and engaging content. I am seeking opportunities to leverage technical expertise and creativity in dynamic projects.

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#### EDUCATION

**Zenith** WASSCE(2007)

**Showers Intl. School.** NECO (2008).

**Caritas University, Amorji-Nike, Enugu.**

BSc in Mass Communication. (2009-2013).

#### CERTIFICATIONS

**Certificate of completion in Media and Journalism training(Push Africa) ( 2016)**

**Oracle database 11.2g administrator, Certified professional(2012)( Caritas University Amorji Nike & Data Base Domain)(2012)**

**Meta Front-End Developer Professional Certificate 2023 ( Coursera, in view)**

**Meta Social Media Marketing Professional Certificate2023 ( Coursera in view)**

**Frontend Development Libraries Certificate 2024 ( Free Code Camp in view)**

#### TRAINING

Introduction to HTML and CSS training for six months at Knowtixed Media.

## SKILLS

- Proficient in HTML5, CSS3, JavaScript, ReactJS
- Strong understanding of responsive web design principles
  - Experience with version control systems like Git
  - Excellent copywriting and content creation skills
    - Familiarity with SEO best practices
- Ability to work collaboratively in agile environments
  - UX/UI design principles
- Strong problem-solving and troubleshooting abilities
  - Time management and organization
  - Proficient in Adobe Photoshop
    - Data Entry

## Work Experience

**AIT Abuja(Kakaaki, RayPower)(2016-2019).** Media reporting/Video editing.

### 1. Reporter/Journalist (Year 2016-2017):

- Conduct research, interviews, and investigations to gather information for news stories.
- Write articles for print, online, or broadcast media, covering a variety of topics such as local news, politics, sports, or human interest stories.
- Attend events, press conferences, and meetings to report on current events and developments.
- Verify facts, sources, and information before publication or broadcast.
- Adapt writing style and tone to fit the target audience and publication format.
- I met tight deadlines and worked under pressure in fast-paced environments.

### 2. Editor (Year 2018):

- Review and revise articles submitted by reporters for accuracy, clarity, and adherence to editorial guidelines.
- Plan and assign coverage for news stories, features, and special projects.
- Coordinate with reporters, photographers, and other staff to ensure timely delivery of content.
- Develop story ideas and angles, and guide framing and presentation.
- Manage editorial calendars and deadlines to ensure smooth production workflow.

- I Stay abreast of current events, trends, and developments in the journalism and media industry.

**Knowtixed Media(Social Media Markerting (2021-2023).** Social Media Marketing, website promotions, content creation, graphic design, video editing, web tracking, copywriting and web design.

As a social media marketer, I played a pivotal role in leveraging digital platforms to enhance brand visibility, engage with target audiences, and drive business objectives. Here are the key responsibilities associated with this role:

### 1. Strategy Development:

- I developed comprehensive social media strategies aligned with overall marketing goals and audience demographics.
- I had to define key performance indicators (KPIs) and metrics to measure the success of social media campaigns.
- I had to conduct market research and competitor analysis to inform strategic decision-making in our social media space.
- I designed websites, mostly e-commerce sites, and integrated those sites with payment gateways.

### 2. Content Creation and Curation:

- I create compelling and relevant content tailored to different social media platforms (e.g., posts, images, videos).
- I curated user-generated content and leveraged trending topics to foster engagement and enhance brand presence.
- Maintain a consistent brand voice and identity across all social media channels.
- I write scripts and do shoots for video content that is aligned with the brand identity.

### 3. Community Management:

- I monitor social media channels for mentions, comments, and messages, and respond promptly to inquiries and feedback.
- Cultivate relationships with followers by initiating conversations, addressing concerns, and fostering a sense of community.
- Handle customer complaints and inquiries professionally to maintain brand reputation and customer satisfaction.
- I created a page on WhatsApp and created a WhatsApp community and a Telegram community.

### 4. Audience Growth and Engagement:

- I Implemented growth strategies to expand the brand's social media following and increase audience engagement and succeeded in an increase of 20% growth and engagement.
- I utilized advertising tools and targeting options to reach specific audience segments and drive brand awareness. I used Facebook Ads Manager to run sponsored ads, Google Ads Facebook Pixel, and Google Analytics to track and collate data.
- Using the tool above, I was able to analyze audience insights and behaviors to optimize content and engagement strategies. Check what ads are more appealing to the market.

## 5. Performance Analysis and Reporting:

- Track and analyze social media metrics (e.g., reach, engagement, conversions) to assess campaign effectiveness.
- Generate regular reports detailing key insights and trends, and use data-driven analysis to refine strategies.
- Identify opportunities for improvement and optimization based on performance metrics.

## 6. Collaboration and Integration:

- Collaborate with cross-functional teams, including marketing, sales, and customer service, to align social media efforts with overall business objectives.
- Integrate social media initiatives with other marketing channels and campaigns for cohesive brand messaging.
- Stay informed about industry trends, platform updates, and best practices to drive continuous improvement.
- I created an ads campaign, decided on a budget, crafted a message, get people talking on platforms using hashtags. I created test ads, to find out what ads are doing better.

## 7. Crisis Management:

- I monitored social media channels for potential issues or crises and developed proactive response plans.
- I addressed negative feedback or publicity in a timely and transparent manner, mitigating reputational risks and how the brand and the public perceived me.
- I worked closely with PR and communications teams to manage crises effectively.

**Janis Marketing (Media Buyer)(2023).**Content Creator, website promotions, copywriting, graphic design, video editing, online sales & marketing, web promotions. Web designs.

## 1. Design and Development:

- Utilize HTML, CSS, and JavaScript to design and develop responsive and visually appealing website layouts.

- Implement interactive elements and animations using JavaScript libraries or frameworks such as React.
- Ensure compatibility with various browsers, devices, and screen sizes through responsive design techniques.
- Customize and style website themes and templates in WordPress to meet client requirements.

## 2. User Experience (UX) Design:

- Focus on creating intuitive user interfaces and navigation structures to enhance user experience.
- Conduct usability testing and gather feedback to iteratively improve website design and functionality.
- Optimize website performance by minimizing loading times and optimizing user interactions.

## 3. Content Management:

- Configure and customize WordPress installations to manage website content effectively.
- Create and organize pages, posts, and multimedia content using WordPress's content management system.
- Train clients or content editors on how to use WordPress to update and maintain website content.

## 4. Graphic Design Integration:

- Collaborate with graphic designers to incorporate visual elements such as logos, icons, and images into website designs.
- Optimize graphics and multimedia assets for web display to ensure fast loading times and optimal user experience.

## 5. Search Engine Optimization (SEO):

- Implement SEO best practices to improve website visibility and ranking in search engine results.
- Optimize website structure, meta tags, and content for relevant keywords and search queries.
- Utilize WordPress plugins and tools to enhance on-page SEO factors such as meta descriptions, headings, and image alt attributes.

## 6. Custom Development and Troubleshooting:

- Develop custom functionality or features using JavaScript and React to meet specific client requirements.

- Debug and troubleshoot issues related to website functionality, performance, or compatibility.
- Stay updated on emerging web technologies and best practices to ensure websites remain modern and competitive.

## 7. Client Communication and Collaboration:

- Consult with clients to understand their requirements, goals, and brand identity.
- Provide regular updates and demonstrations of website progress, soliciting feedback and addressing concerns.
- Communicate technical concepts and recommendations in non-technical terms to clients and stakeholders.

## TechdailywithmummyDee (2021-Now) :

Content creation, Online Tutorials, online sales and marketing, copywriting on tech products, graphic design, video editing, email marketing, Google ads, YouTube ads, web promotions, and social media marketing.

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### Specific Roles I played are summarized as follows:

**Strategist:** I developed and executed comprehensive social media strategies, for clients at knowtixed media, to increase their brand visibility and engagement.

**Content Calendar Creator:** I created monthly content calendars for my clients on my Knowtixed media. This content calendar focused on the theme of the month, our posts on our various social media platforms, and targets for the month.

**Monitor Industry Trends:** I check what's trending as related to my customers what their competition is doing and how to identify opportunities. Vigilantly monitoring industry trends for customer relevance and competitive insights.

**Sponsored ads:** I plan campaigns, with Key Performance Indicators, develop and manage sponsored ads, and track them using Google Analytics, Pixells, and Sniper.

**Web Design:** I use HTML, CSS JavaScript, WordPress, and Wix to build websites. User-friendly interfaces that are responsive.

**Online Growth:** Foster and grow our online community by encouraging user-generated content. I use artificial intelligence to set up automated chat boxes for our customers at Knowtixed media and Janis Marketing. So our clients never feel ignored when engaging with us online.

**Graphic Design/Video Editing:** I use knowledge of video editing software for the production of compelling content, graphic design flyers, and educational templates.

**Copywriting:** I write copies, and tell stories that result in huge turnover. I have a gift of telling stories, I use this to promote, sales and engagement.

**Ebook Creation:** I wrote books that generated leads for clients and in turn made them money. Sharing knowledge of your craft is a gift that will not stop giving.

**Online Marketing:** I set up strategies for lead magnet, tripwire sales, Core sales and profit maximizer or bundle sales. The best form to market to a cold, warm or hot audience.

**Return on Ads:** Adequate knowledge of SEOs, and common keywords, I know how to set Key Performance Indicators, and know when a CTR is negative and positive. How to edit a thumbnail to bring about a positive CTR. I track purchases on a website via pixel/UTC on Google Analytics.

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### **Software Proficient In:**

Design Maestro:

- Proficient in Adobe Premiere Pro, CapCut, Inshot, Loom, and Lumen 5 for captivating video creation and animation.

- Graphics Guru:

- Skilled in Adobe Photoshop, Pixelab, Canvas, and Mid-journey(AI) for crafting stunning graphic designs.

- Data Doyen:

- Expertise in data entry and presentation using Excel, Word, Forms, and Google Classroom.

- Digital Virtuoso:

- Adept at web tracking with tools like Google Analytics, Facebook Pixel, and Sniper.

- Web Wizard:

- Proficient in web design using WordPress, HTML, CSS, JavaScript, Webflow, and Google Sites.

- Marketing Maven:

- Experienced in email marketing with MailChimp, and proficient in crafting compelling ads using Chat GPT.

-Social Media Sorcerer:

- Skilled in Social Media Marketing tools like Hubspot and Facebook Business

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## **Why Should You Hire Me?**

First and foremost, I bring a strong technical skill set to the table. With proficiency in HTML, CSS, JavaScript, React, and WordPress, I have a solid foundation in web design and development. I have successfully designed and built numerous websites, ranging from simple portfolios to complex e-commerce platforms, demonstrating my ability to deliver high-quality work that meets client objectives.

Furthermore, my experience extends beyond technical expertise. I have a keen eye for design and a deep understanding of user experience principles, allowing me to create visually appealing and intuitive websites that engage users effectively. Additionally, my familiarity with SEO best practices and content management systems like WordPress enables me to optimize websites for maximum visibility and performance.

What sets me apart, however, is my commitment to continuous learning and improvement. I thrive in dynamic environments where I can stay updated on emerging technologies and trends, allowing me to innovate and adapt to evolving industry standards. I am proactive in seeking out new challenges and opportunities for growth, which I believe will allow me to make valuable contributions to your team.

Finally, I am a collaborative team player with excellent communication skills. I excel in client-facing roles, where I can leverage my ability to translate technical concepts into layman's terms and build strong relationships with stakeholders.

In summary, you should hire me because I bring a unique blend of technical expertise, design proficiency, and a growth mindset to the table. I am confident that I can make a positive impact on your team and help achieve your company's goals."

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### **Some Honorable Mentions.**

- **Literary Achievement:** Winner of a prestigious literary competition for a symbolic essay by Natasha Akpoti, showcasing exceptional writing skills and creativity.
- **Community Engagement:** Volunteered with a girls' group, actively reaching out and donating menstrual pads to teenagers, demonstrating compassion and a commitment to social causes.
- **Leadership and Organizational Skills:** Served as the Web Content Manager for the ICT Senate Summit, displaying strong organizational abilities and attention to detail in managing online content for a high-profile event.
- **Leadership Experience:** Held the position of Vice President at Sister Hub Abuja, where responsibilities included coordinating activities and contributing to the organization's objectives, showcasing leadership and teamwork abilities.



- Writing Experience: Contributed as a writer to a tech blog for three months, demonstrating proficiency in conveying technical information effectively to a broader audience.
  - Social Media Management: Managed over 15 Facebook and Instagram accounts since 2022, showcasing expertise in social media marketing and content management, with a proven track record of engagement and growth.
  - Continuous Learning and Skill Development: Engaged in online tutorials covering Google apps, basic design, and video editing, demonstrating a proactive attitude toward skill development and staying updated on relevant technologies.
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### **Languages:**

- Fluent in English (Native/Bilingual Proficiency)]
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### **References:**

Available upon request.