

# < Chidinma Nze >

734.334.3184 | [chidinma.ogbuaku@gmail.com](mailto:chidinma.ogbuaku@gmail.com)  
<https://www.linkedin.com/in/cnze/>

**Full-Stack Web Developer**

## OBJECTIVE

To obtain a Junior Web Developer or similar role where I can apply my skills in HTML, CSS, Javascript to develop, maintain, and improve efficient web applications.

## EDUCATION

**Michigan State University**  
Full-Stack Web Development  
November 2020

**Specs Howard School of Media Arts**  
Graphic Design, Web Design, Video Production  
February 2012

**Wayne State University**  
Bachelor of Arts in Journalism  
December 2010

## SKILLS

Web Development, HTML, CSS, Bootstrap, Javascript, Node.js, GitBash, GitHub, Git, Version Control Systems, API Integration, Adobe Photoshop, Graphic Design, Teamwork, Project Management

## WORK EXPERIENCE

**ICONMA** (January 2017 – Present) | Troy, MI

*Marketing Communications Specialist*

- Start company blog and write articles on a variety of topics
- Develop new marketing strategy to increase brand awareness and employee engagement
- Streamline company marketing materials for cohesive branding
- Design and coordinate company displays at conferences and tradeshows
- Increase followers on social media platforms by as much as 50% through original content curation
- Compose, edit and distribute US and international company monthly newsletter
- Produce, shoot, and edit company videos

**Gale Cengage Learning** (February 2016 – December 2016) | Farmington Hills, MI

*Marketing Coordinator*

- Provided project management support for team of marketing managers
- Generated qualified leads through targeted marketing
- Worked with designers to create design assets
- Created and made edits to assets using Adobe Photoshop
- Coordinated vendor payment for team projects
- Helped create and coordinate Gale Cares, a fundraising campaign for Flint schools and libraries

**CDK Global Digital Marketing** (April 2013 – January 2016) | Detroit, MI

*Digital Marketing Consultant /Account Manager*

- Consulted with multi-million dollar auto businesses across the nation on digital marketing strategy
- Lead strategy sessions between internal and external teams and serve as liaison between both
- Designed and monitored strategies to achieve client objectives
- Used Salesforce to manage client data
- Increased CDK revenues from my clients by \$32,000 (3%) in fiscal year 2015
- Increased client target market website views by 69% from March 2015 to July 2015
- Trained new teammates to help with role integration

**Berg Muirhead and Associates** (July 2012 – April 2013) | Detroit, MI

*Junior Account Executive*

- Drafted press releases, pitched and tracked media coverage of clients; edited copy
- Worked with team to plan and execute events to increase client recruitment efforts
- Engaged fans on client social media pages.
- Successfully negotiated and purchased TV and radio advertising, staying in budget