EDOZIE BLESSING

Mgbago-ozu Awkuzu Anambra State
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Objective

Passionate and experienced Digital Marketing Tutor with two years of hands-on experience in teaching digital marketing concepts and strategies. Skilled in creating engaging learning environments, developing comprehensive curriculum materials, and providing personalized coaching to students. Proficient in various digital marketing tools and platforms, with a strong commitment to empowering individuals with practical skills for success in the digital landscape.

Technical Skills

- Digital Marketing Skills: SEO,SEM, social media management, content marketing, email marketing, Data Analytics, Email Marketing using Mailchimp, Keyword Research, Brand Monitoring. etc
- Software Proficiency: Adobe Creative Suite (Photoshop and Illustrators), Canva, CorelDraw, Microsoft Office, CRM software, etc
- Teaching Skills: Curriculum development, classroom management, public speaking.

Personal Skills

- Interpersonal Skills
- Attention to Details
- Teamwork
- Good listener
- Time Management
- Customer service
- Effective oral and written communication skills

DigiTech Lab

Online and Onsite Digital Marketing and Graphics Design Tutor   *Jan 2022 – Oct 2023*

Job Description

- Design and deliver digital marketing courses for students and professionals, covering topics such as social media marketing, content strategy, SEO, email marketing, digital advertising etc.
- Utilize a variety of teaching methods, including lectures, group discussions, hands-on exercises, and case studies to cater to diverse learning styles.
- Provided personalized coaching and feedback to students to enhance their understanding and application of digital marketing concepts.

  Achievements

- 30% of my students have secured new job opportunities, internships, promotions, or entrepreneurial ventures in the field of digital marketing.

Work Experience

Radaa Partners International Ltd/Solution Innovation District (Code Anambra Cohort One)

Online and Onsite Digital Marketing and Graphics Design Tutor (Contract)   *Nov2023 – Feb 2024*

Job Description

- Deliver engaging lecture on digital marketing strategies and graphics design, covering SEO, social media, content marketing, graphics design using Canva, CorelDraw, Adobe Photoshop and Illustrator create a comprehensive curriculum that includes hands-on projects, case studies, real-world examples and analysis.

- Provided post-training support and resources to help participants implement and apply digital marketing strategies in their organizations effectively.
- Encourage discussions and provide practical insights into the latest trends and best practices, allowing students to apply theoretical knowledge.

Achievements
- I am particularly proud to report that 40% of my recent graduates have landed positions in prominent digital marketing agencies, internships, companies, and organizations. Their roles span a wide range of areas within the digital marketing landscape, including social media management, content creation, search engine optimization (SEO), pay-per-click (PPC) advertising, email marketing, and analytics.

Greenville Kiddies – Owode, Ogun State.
Teacher (NYSC)   *January 2018 - January 2019*
Job Description
- Planning and preparing Lessons.
- Setting assessments and overseeing examinations.
- Marking student work and recording

Achievements
- Implemented an individualized education plan for students

Certification
• Diploma in Compute/ Graphics Design – Braintechnology	2019
• Network Administrator – NIIT Certified	2021
• Google Digital Skills for Africa Fundamentals of Digital Marketing	2022
• Techy Train Foundation Boot camp – Techup Girls Bootcamp	2023
• Digital Marketing – Cybersafe Foundation (DigiGirls)	2023
• Graphics Design – Digital Dreams	2023
• Video Editing (In-view) – Digital Dreams	Inview

Education
University of Jos, Jos Plateau State	
BSc (Honours), Science Laboratory Technology (Second Class Upper)	2017
CGP (4.25)	
Government Science School Lafia Nasarawa State	
Senior School Certificate Examination (SSCE)	2010

Award and Recognition
Award Recipient, Science Laboratory Technology Department, University of Jos,	2016
(Best graduating Female Student)	