

## **BLESSING KALU**

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### **PROFILE SUMMARY**

As a certified virtual assistant and social media manager, I excel in delivering professional services, particularly in solving complex problems with creative thinking. I possess strong administrative skills and am adept at producing high-quality work with minimal supervision. Time management and prioritization are among my core strengths. With over two years of experience in social media management, I have a proven track record of driving brand awareness and revenue growth using effective digital marketing strategies, tactics, and tools to target precise audiences and drive quality traffic to businesses. In my current position, I successfully increased online engagement by 30% within six months. Proficient in profile management and content strategy, I am committed to enhancing brand visibility and facilitating growth.

### **AREA OF EXPERTISE – DEMONSTRATED SKILLS**

**Strategy Formulation:** Proficient in developing result oriented digital marketing strategy as evidence in my outcome during my course at the Digital Marketing Skill Institute and also the brands I worked for.

**Social Media Tools:** Skilled in utilizing cost-effective and efficient social media management tools such as Hootsuite and Snip.ly to enhance and optimize social media engagement, driving exceptional results for clients.

**Social Media Ads:** Experienced in creating and managing effective social media advertising campaigns, targeting precise audience demographics across various platforms. Demonstrated success in project implementations at the Digital Marketing Skill Institute and past client campaigns.

**Customer Avatar and Research:** Capable of defining customer avatars and conducting in-depth research to understand target audiences' preferences and behavior. Proficient in utilizing tools like Alexa, SimilarWeb, and Google AdWords to gather actionable insights for targeted marketing strategies.

**Canva Design Professional:** Skilled in professional graphic design using Canva, proficient in creating visually appealing templates tailored for various social media platforms to enhance brand presence and engagement.

### **INTERPERSONAL SKILL**

**Problem Solving –** Able to use analytics to provide customer focused marketing solutions by measuring key performance indicators to draw our innovative solutions for implementation. I was able to solve a

class challenge on how to target Nigerian clients in the UK.

**Communication** – able to motivate others and generate a positive attitude to setting up new procedures. I have worked, schooled and lived with people from different backgrounds and ages, through this I have learnt to adapt to suit different audiences. Competent in report writing and presentation delivery, evident in work and educational experiences.

**Proactiveness:** I often take the initiative to research a client's brand, study its competition and come up with strategies to improve the brands. I research the client's industry to come up with engaging contents for the brand's audience.

## **CERTIFICATIONS**

### ***May 2024, ALX AICE Certified***

During the course of my study I learnt how to use AI tools for research, social media management and digital marketing. How to use prompts effectively on AI tools to achieve optimal results.

### ***April 2024, Digital Marketing Skills | Digital Marketing Professional Certified***

**In Digital Marketing Fundamentals** I learnt the fundamental principles that are required for any digital marketing success. I also learnt the power of applying digital marketing concepts across the marketing function in any business – integrating traditional and digital marketing strategies to maximize results.

### ***September 2022, Virtual Assistant | ALX Certified***

I learned about Email marketing and Gmail optimization. Also learnt to schedule meetings using a calendar, use slides for presentations, effective communication, manage a client's Email and administrative skills needed as a virtual assistant.

## **WORK EXPERIENCE**

### ***February 2024 – Till date. Social Media Manager, Njunkimlegal.***

- Formulating innovative strategies to enhance brand visibility and increase follower engagement.
- Conducting in-depth research to identify emerging trends and compelling content that drive heightened follower interaction.
- Designing and executing effective advertising campaigns to promote brand awareness and drive conversions.
- Methodically collecting and analyzing data to assess campaign performance and inform strategic decision-making.

### ***February 2024 – Till date. Social Media Manager, Fabsmile Dental Care.***

- Spearheaded the development and implementation of successful advertising campaigns with a proven track record of driving results.

- Methodically gathered and analyzed performance data for each promotion to inform strategic planning for future initiatives.
- Achieved a notable 30% increase in client acquisition through targeted marketing efforts and effective campaign execution.
- Enhanced service sales and brand visibility by introducing new packaging strategies and optimizing audience targeting to maximize reach and engagement.

***October 2022 – February 2024. Google Business Page Manager, Fabsmile Dental Care.***

- Established and optimized a Google My Business page to foster online presence and visibility.
- Strategically optimized the page to position the dental clinic as the premier choice in Ebonyi State on Google search results.
- Provided proactive and responsive online customer support to enhance user experience and satisfaction.

***August 2018- September 2020, International Charitable Initiative for Girl Child and Women Development Foundation (ICI-GWODEF), Lagos — Program Officer***

- Translated strategic directives into tangible program plans, ensuring alignment with organizational objectives.
- Maintained program alignment with predefined mission parameters to uphold organizational integrity and consistency.
- Conducted comprehensive analysis of program performance metrics and enacted necessary adjustments to optimize outcomes.
- Generated detailed reports delineating performance insights and offering actionable recommendations for program enhancement.

***ACADEMIC QUALIFICATION***

**March 2024, ALX AI Career Essential| Certified on the use of AI.**

**February 2024, Digital Marketing Skills Institute.**

**August 2022, ALX Africa| Virtual Assistant Certified.**

**2009-2014 Ebonyi State University | B.S.C In Accounting.**

***INTEREST***

- Reading and writing.
- Traveling and meeting new people.

***REFEREES***

Available on request