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EMMANUEL AYARA

PROFILE

Dynamic and innovative Computer Science graduate with proven experience in **brand management, digital marketing, and strategic communications**. Skilled at crafting compelling narratives, building strong brand presences, and leading content strategies across digital platforms. Experienced in **social media management, content creation, and community engagement** with a strong understanding of Microsoft 365 and IT solutions. Passionate about transforming brands into impactful industry voices through data-driven strategies and creative storytelling.

ACTIVITIES AND INTERESTS

- Reading novels
- Playing strategy games
- Gaming
- Community service
- Reading conspiracy articles
- Coding little projects

KEY SKILLS

- Brand Strategy Development
- Digital Marketing & Content Creation
- Social Media Management (LinkedIn, Instagram, etc.)
- Microsoft 365 & Collaboration Tools
- Storytelling and Campaign Management

WORK EXPERIENCE

Web Administrator / Social Media Strategist

Simplylawverse – Legal Education Platform (2024 – Present)

- Developed and executed daily content strategies to build the platform's brand presence.
- Created educational, motivational, and SEO-optimized legal content to increase audience engagement.
- Ensured brand consistency across channels, improving follower engagement and reach.
- Managed campaigns that positioned the platform as a thought leader in Nigerian law and international legal knowledge.

Founder / Brand Strategist

NewWave Careers – Career Development Startup (2023 – Present)

- Built and managed a career development brand from the ground up, targeting students and professionals.
- Designed brand messaging, content plans, and digital campaigns to attract early users and partners.
- Collaborated with content creators and career coaches to establish a strong online presence.
- Developed marketing initiatives for future partnerships with employers and universities.

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- Market Research and Persona Development
 - Data Analysis & Insight-Driven Branding
 - Strong Written & Verbal Communication

Volunteer – Community Engagement & Public Awareness

Herald for Community Development (HECODEV), Calabar (2025 – Present)

- Organized workshops and outreach campaigns on environmental sustainability.
- Crafted impactful reports and educational materials for awareness programs.
- Strengthened the organization's brand perception through structured communications.

EDUCATION

Bachelor of Science, Computer Science.

Arthur Jarvis University.
2024.