

**IZUKANNE, LYNDA IFEOMA**

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## PROFILE SUMMARY

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**Resourceful Digital Marketing & Media Advertising Executive** with over 2 years' experience in Healthcare, Distribution, IT and a track record of seamless digital sales, content and brand awareness creation. Proven ability to develop tailored digital marketing strategies and content to support multiple projects in any environment. A good communicator and skilled negotiator with the ability to build and maintain sustainable relationships over long sales cycles to ensure successful lead conversion.

## PROFESSIONAL QUALIFICATIONS

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<b>Google</b>	2019
Digital Marketing	
<b>Excel Spreadsheet</b>	
Executive Dashboard, Business Data Analysis and In-depth Excel Training Certification	2019
<b>Hubspot</b>	
Email Marketing	2021

## KEY SKILLS

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- Email marketing
- Graphic Design
- Social media marketing
- SEO & SEM
- Video Editing
- Working knowledge of HTML, CSS & JavaScript

## EXPERIENCE

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<b>Digital Marketing Officer</b>	<b>September, 2020 – Present</b>
Unique Eye Centre Limited	
<ul style="list-style-type: none"><li>- Use social media to enhance the profile and reach of the company.</li><li>- Incorporate industry standard analytics and comprehensive data reporting</li><li>- Utilize innovative SEO &amp; SEM to improve marketing campaign efforts and website ranking.</li><li>- Maintain database of clients.</li><li>- Build, plan and implement Digital marketing strategies for new and existing product offerings.</li><li>- Craft and send personalized emails to increase sales.</li><li>- Track and report on key performance indicators such as CPC, ROI etc. against set digital marketing objectives.</li></ul>	

## Content Creator

July 2019 – Present

JustIphy YouTube Channel

- Create personal development & engaging contents.
- Grew the subscribers from 0 to 100 subscribers.
- Responsible for video editing, graphic designs e.g., thumbnail
- Responsible for social media marketing.

## Assistant Marketing Manager

July 2018 – April 2019

New Heights Pharmaceuticals Limited (Official OMRON partners)

- Analyze media spend data sets to make informed performance-based decisions on marketing goals.
- Analyze sales data and determine forecast.
- Worked in a team to introduce a brand that increased company's product portfolio and also, increased company's revenue by 10%
- Developed a cloud computing system for sales report submission, reducing the stress of report submission by 50%.
- Maintained partnerships with media and Government agencies.
- Communicated directly with clients to encourage trusting relationships
- Served as primary point of contact for after sales complaints.
- Conducted marketing campaigns and trade shows to promote brand awareness.
- Coordinated production of fliers, drop down banners, roll up banners and other marketing materials.

## EDUCATION

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BSc. Microbiology (2nd Class Upper Division)

2017

Anambra State University

## TECHNICAL SKILLS

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- Good Communication skill.
  - Problem solving skill.
  - Good Interpersonal relationship.
  - Video editing: Adobe Premier Pro
  - Graphic design: Canva | Adobe Photoshop
  - SEO & SEM: Google keyword planner, Google Ads, Google search console
  - Microsoft Office Programs: PowerPoint | Word | Excel
  - Digital Data Analytics: Instagram | Facebook | YouTube | Google analytics | Mailchimp