

# Anakwue Emmanuel Ginika

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## SUMMARY

Adept at driving brand growth through innovative social media strategies, I elevated Pt Foods' online presence, mastering content creation and digital media.

My leadership not only fostered a team-oriented environment but also significantly boosted engagement rates. With a keen eye for trends and a talent for verbal communication, I excel in crafting impactful digital narratives.

Experienced with leading sales teams to achieve significant revenue growth and customer acquisition. Utilizes strategic planning and effective communication to guide teams and meet targets. Track record of fostering strong client relationships and adapting to dynamic market conditions for sustained success.

## EDUCATIONAL BACKGROUND

**African Leadership University – Kigali, Rwanda September 2024- September 2027**

Bachelor in entrepreneur leadership

## PROFESSIONAL WORK EXPERIENCE

- Managed multiple social media platforms, ensuring a consistent brand voice and message.
- Boosted over 5000 engagement rates with the creation of compelling and visually appealing content.
- Optimized posting schedules based on platform-specific analytics to maximize content visibility.
- Successfully built over 2000 loyal following by consistently sharing valuable content that resonated with the target audience within 2 weeks
- Increased brand awareness by developing and implementing effective social media strategies.
- Provided exceptional customer service through timely and thoughtful responses to user comments and messages For PT foods

## EXTRACURRICULAR ACTIVITIES

- Soeak up club Member
- ALU choir
- Anime/Movies Club

Member  
Member

## SKILLS

- |                               |                      |                     |
|-------------------------------|----------------------|---------------------|
| • communication skills        | • critical thinking  | • Communication     |
| • Content Marketing           | • Strategic Planning | • Critical thinking |
| • Social media strategy       |                      | • Creativity        |
| • Photo and video editing     |                      |                     |
| • Content creation            |                      |                     |
| • Social media and promotions |                      |                     |

## ACHIVEMENTS

- |  |   |                           |
|--|---|---------------------------|
| • I've successfully run circle cool canteen business for a year and 6 months that yielded much profits | • In a TV team that helps the students advertise their businesses and also encourages the students entrepreneurial spirit | • Dance<br>• Social Media |
|--|---|---------------------------|

## LANGUAGES

- |                   |                    |
|-------------------|--------------------|
| • English- Native | • French -beginner |
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