



SYLVIA O. AGAMAH

MARKETING COMMUNICATIONS



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Willing to Relocate to Job Location



Music, Reading, Cooking, Fashion

PROFILE

Decisive marketing manager with several years of experience driving company growth through creative and innovative strategies. Resourceful team leader skilled at analyzing market trends and customer needs to develop highly effective and targeted campaigns that drive market share, brand recognition, and revenue.

EDUCATION

2022 - Master of Business

Administration (miniMBA) - *Shaw Academy (Skillist)*

2022 - Communication for

Development (C4D) - *UNICEF AGORA*

2022 - Storytelling for Impact;

Advocacy; Girl Centered Design

Certifications - *Philanthropy University*

2021 - Effective Communication for

Healthy Outcomes - *YALI Network*

2016 - Inbound Marketing; Inbound

Sales; GDD Certifications - *HubSpot Academy*

EXPERIENCES



MARRIAGE LINK CONSULT, ACCRA

Role: Publicity & Marketing Manager

Start: 10 January 2023

Previous Job



SIMPRICA FOODS, ACCRA

Role: Digital Marketing Manager

Start: 1 May 2022

Previous Job



E2E CUSTOMER FOCUS, ACCRA

Role: Digital Marketing Manager

Period: 5 Oct - 3 Dec 2019



WEWE NGO (USAID-FUNDED), ABUJA

Role: Communication Officer

Period: 19 Sep 2018 - 8 Apr 2019





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EXPERIENCES, CONT'D

THE JANICE RIVER LIFESTYLE, ABUJA

Role: Digital Marketing Manager and Creative Director

Period: 23 Nov 2016 till date

PLAC NONPROFIT (DFID-FUNDED)

Role: Legislative Internship (DFID - Nigerian National Assembly) Abuja

Period: 2 Feb - 3 Apr 2015

PHASE 3 TELECOM, ABUJA

Role: Corporate Promotions and Branding Manager

Period: 11 Apr 2012 - 20 Jun 2014

OHANA COMMUNICATIONS, ABUJA

Role: Corporate Brand Consultant

Period: 7 Nov 2009 - 23 Mar 2012

DAAR COMMUNICATIONS, ABUJA

Role: Program/Transmission Officer (African Independent Television - AIT)

Period: 8 Apr 2008 - 30 Sep 2009

EDUCATION CONT'D

2016 - Green Champion of Climate Change Certification - *YALI Network*

2015 - Customer Service; Marketing; Nursing & Patient Care - *ALISON Online*

2006 - Diploma in Computer Science - *Acrolinks Computer Institute, Abuja*

2006 - B.A. Mass Communication - *University of Jos, Nigeria*

LANGUAGES



ENGLISH - A1



FRENCH - B2

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KEY HIGHLIGHTS

Strategic Marketing Vision and Execution – increased brand awareness and customer acquisition by 35% via social, print, and radio in six months.

Leadership and Team Building – transformed a team of 4 professionals into marketing rock stars to achieve new product campaigns and market penetration.

Analytics Driven Insights – leveraged data tools like Google Analytics and HubSpot to measure marketing ROI.

Budget and Resource Optimization – managed marketing budgets of up to \$6000, ensuring quality and impact.

VOCATIONAL TRAININGS

2022 – Montessori Training – *Maria Montessori Institute (Ongoing, Online)*

2014 – Google SketchUp 3D Animation – *Maven School of Interior Design & Decoration, Abuja*

2013 – Interior Design – *Maven School of Interior Design & Decoration, Abuja*

2013 – Violin Training – *Strauss School of Music & Dance, Abuja*

Note: The breaks in between jobs were filled with interior designing, business consulting, social impact activities, and brand management.

EXPERIENCES, CONT'D

DBN TELEVISION, ABUJA

Role: Program Marketer

Period: 4 Mar – 8 Apr 2008

LEGACY NEWSPAPER, GUSAU

Role: NYSC Corp Member – Zamfara State Printing & Publishing Company

Period: 17 Mar 2007 – 14 Feb 2008

NIGERIAN TELEVISION AUTHORITY

Role: Industrial Trainee, Abuja

Period: 3 Apr – 16 Sep 2006

REFEREES

Ms. Nkiru Uzodi

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