




# AZUBUIKE MELCHIZEDEK

 Kaduna, Nigeria

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## PROFESSIONAL SUMMARY

Accomplished Social Media Manager and Digital Marketer with a proven track record in developing, implementing, and optimizing social media strategies across platforms such as Facebook, Instagram, Twitter, LinkedIn, TikTok, and more. Highly skilled in producing engaging content, analysing performance metrics, managing paid campaigns, and executing targeted initiatives that elevate brand visibility and engagement. Adept at collaborating with cross-functional teams in fast-paced environments to drive results aligned with organizational goals.

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## CORE COMPETENCIES

- **Social Media Strategy & Campaign Execution:** Expertise in conceptualizing, planning, and executing integrated social media campaigns that boost brand presence.
  - **Content Creation & Digital Storytelling:** Proficient in crafting high-quality text, graphics, and video content that resonates with diverse audiences.
  - **Data-Driven Analytics & Reporting:** Skilled in monitoring and analysing key performance metrics to refine strategies and optimize ROI.
  - **Audience Engagement & Community Management:** Experienced in fostering meaningful interactions and managing online communities.
  - **Paid Media & Budget Management:** Competent in planning and executing paid social media initiatives with budget optimization and performance tracking.
  - **Digital Marketing Tools & Design Skills:** Working knowledge of social media management tools (e.g., Meta Suite, Hootsuite, Buffer) and basic graphic design/video editing (Adobe Creative Suite, Canva).
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## EDUCATION

### **Bachelors in Information and Communication Technology**

Air Force Institute of Technology | 2019 – 2025

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## PROFESSIONAL EXPERIENCE

### **Social Media Manager**

*Swiss Empire* | 2023 – 2024 | [@swissempirekaduna](#)

- Developed and executed strategic social media plans across multiple platforms to enhance brand visibility and engagement.
- Produced and curated high-quality, platform-specific content, aligning with brand messaging and organizational goals.
- Monitored and analysed campaign performance metrics, using data insights to optimize strategies and report outcomes.
- Actively engaged with followers to drive community participation and strengthen the brand's online presence.

### **Social Media Manager**

*228 Lounge* | 2024 – 2025 | [@228lounge](#)

- Led social media initiatives that supported event promotions, partnership launches, and overall brand campaigns.
- Planned and executed paid social media campaigns with a focus on efficient budget allocation and performance measurement.
- Collaborated with cross-functional teams to ensure cohesive branding and consistent messaging across all channels.
- Stayed up-to-date with emerging trends and tools, applying best practices to maintain a competitive edge in digital marketing.

### **Social Media Manager**

*Slush by Gold* | 2025 – Present

- Designed and implemented digital marketing strategies to strengthen brand visibility.
- Produced compelling content across platforms, including influencer-driven campaigns.
- Leveraged analytics to refine content strategies and maximize engagement.

- Consistently improved online presence by maintaining brand consistency and audience connection.

### **Social Media Manager**

*Integral Tech Solutions / 2025 – Present / [@integraltechsolutions](#)*

- Managed the company's social media platforms, executing campaigns aligned with business goals.
- Created content calendars and executed digital strategies to increase visibility and client outreach.
- Monitored performance metrics and optimized campaigns for better ROI.
- Built brand credibility and awareness by fostering active online community engagement.

### **Frontend Developer & Digital Marketer**

*Vadroit & PurpleHeart Foundation*

- Developed and maintained responsive websites that enhanced user experience and integrated social media elements.
- Collaborated with marketing teams to incorporate digital strategies that reinforced online content initiatives.

### **Freelance Graphics & Video Editor**

*2020 – Present*

- Designed campaign graphics and social media assets for SMEs and NGOs.
- Produced short documentaries and video reels highlighting community events and success stories.
- Clients include personal brands, churches, and social initiatives.

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## **SKILLS**

- **Design:** Adobe Photoshop, Illustrator, InDesign, Canva, CorelDraw
- **Video Production:** Final Cut Pro, Adobe Premiere Pro, CapCut
- **Social Media:** Facebook, Instagram, Twitter, TikTok, Threads, LinkedIn
- **Tools:** Meta Business Suite, Buffer, Hootsuite, Google Analytics
- **Writing:** Copywriting, caption writing, report writing

- **Other:** Community management, storytelling, basic animation
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## CERTIFICATIONS

- Social Media Management Certification
  - Google Digital Marketing Certificate
  - Foundations of Business and Entrepreneurship
  - ISO 9001 Quality Management Systems Associate
  - ISO/IEC 20000 IT Service Management Associate
  - ISO/IEC 27001 Information Security Associate
  - Creative Digital Design Fundamentals – Udemy
  - Social Media Content Strategy – Coursera
  - Additional certifications: [GitHub Certificates](#)
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## PROJECTS & PORTFOLIO

- **Login Page:** [View Project](#)
  - **Purpleheart Foundation:** [View Project](#)
  - **Vadroit:** [View Project](#)
  - **Landing Page:** [View Project](#)
  - **Portfolio:** [View Portfolio](#)
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