

PORTFOLIO SHOWCASE

Digital Strategy & Content Copywriting

A curation of high-impact social media campaigns for SFH Access, CoElevate, and Gold Circle.

Prepared by Chidinma | Virtual Assistant & Digital Marketer

HEALTH-TECH FUND LAUNCH

The Strategy: Call to Action

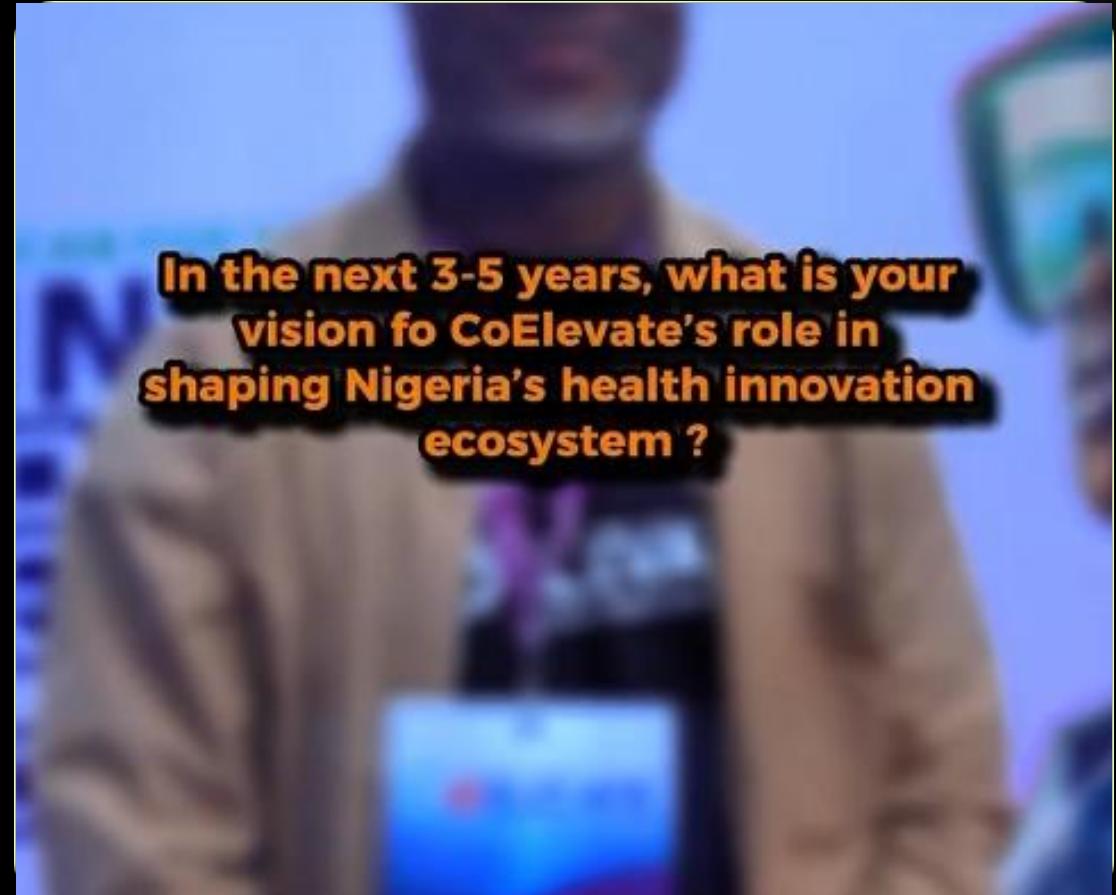
Designed to drive urgency and trust for a high-impact financial launch. Focuses on leadership vision to establish authority.

"What does success look like for CoElevate in the next 3-5 years?

Hear from SFH Access Managing Director, Pharm. Dennis Aizobu, as he shares his vision for the fund's long-term impact.

Applications start today, 15th December 2025."

#CoElevateFund #HealthTechInnovation #ImpactStartups



BRAND STORYTELLING

The Strategy: Mission-Driven

"Our mission is simple yet powerful to make health products accessible and sustainable for every Nigerian.

This mission is guided by our Managing Director, [@aizobudennis](#) who leads a team committed to driving impact through innovation, equity, and purpose.

Every product tells a story of lives touched from premium brands to affordable alternatives reaching underserved communities.

✨ We are SFH Access to Health.
One vision. Real impact. Lasting change.

#SFHAccess #ImpactDelivery #HealthInnovation



CULTURAL & EVENT MARKETING



The Strategy: Heritage Alignment

Leveraging cultural pride and influencer partnership (Tayo Faniran) to boost brand visibility.

"From the colours to the drums, the dances to the heritage, we showed up loud, proud, and deeply rooted at Ojude Oba Festival 2025.

Our Brand Ambassador, Tayo Faniran, turned heads and won hearts..."

#goldcirclemoments #ojudeoba2025

ENGAGEMENT & TREND-JACKING

The Strategy: Viral Tones

Utilizing "Gen-Z" slang and micro-holidays to increase brand relatability and social sharing.

"She picked the restaurant. You picked the protection.

It's giving romance. It's giving responsibility. It's giving...
Gold Circle. ❤️

(and maybe wish her happy girlfriends day 😊)"

#GoldCircle #AlwaysASmoothRide #ItIsGiving



DIGITAL MANAGEMENT STACK



Content Creation

Canva Design

Copywriting

Caption Drafting

Content calendar drafting



Management

Meta Business Suite

Buffer / Hootsuite

Notion Scheduling



Support

Executive Support

Calendar Management

Reporting & Insights

Let's Scale Your Digital Impact

Ready to transform your brand's social presence with professional strategy?

chidinma-s-digital-hub.vercel.app

Hiring / Collaborations / VA Services