

Nwankwoala Chidinma Amarachi

Digital Marketing and Communications Specialist | Virtual Assistant

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Professional Summary

Results-driven Digital Marketing and Communications Specialist with over 2 years of experience, complemented by expertise as a Virtual Assistant. I help brands grow by creating campaigns that generate engagement, leads, and measurable business results, while ensuring operations and workflows remain organized and efficient. Skilled in social media management, copywriting, content strategy, campaign coordination, media buying, email marketing, and analytics.

As a Virtual Assistant, I provide dependable support in schedule management, email handling, itinerary planning, and documentation. I combine creativity, strategic thinking, and structure to deliver meaningful outcomes for both brands and executives.

Professional Experience

SFH Access – Digital Marketing and Corporate Communications Support

April 2025 – Present

- Managed social media accounts and executed campaigns to increase engagement and leads.
- Created compelling copy, captions, and content assets aligned with brand strategy.
- Assisted with campaign tracking, reporting, and analytics.
- Provided administrative support including scheduling, documentation, and team coordination.
- Successfully supported multiple X campaigns that reached the top 5 trending positions, boosting visibility and engagement.

Hon. Maruf Taiwo Hassan – Executive Assistant

Senior Special Assistant (SSA) on Public Health to the Governor of Osun State – 2024 – Present

- Provided executive support including email management, schedule oversight, and official documentation.
- Assisted in organizing events, meetings, and operational workflows.
- Coordinated communication between internal teams and external stakeholders.

Virces Kiddies – Digital Marketing Associate

2023 – May 2025

- Supported social media management, content creation, and campaign coordination.
 - Assisted in analytics and reporting to track marketing performance.
 - Contributed to content strategy development for multiple campaigns.
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Skills

Digital Marketing: - Social Media Management - Copywriting & Content Creation - Content Strategy Development - Content Scheduling & Planning - Campaign Support & Tracking - Email Marketing - Influencer Marketing - Analytics & Metric Analysis - Media Buying

Virtual Assistant / Administrative: - Schedule & Calendar Management - Email Management - Itinerary & Travel Planning - Documentation & Reporting - Research & Data Organization - Task & Workflow Management - Client & Team Communication

Tools & Platforms

- Canva
 - Meta Business Suite
 - Google Workspace (Docs, Sheets, Slides, Drive)
 - Microsoft Office (Word, Excel, PowerPoint)
 - Notion
 - Trello / Asana
 - Zoho
 - Hootsuite / Buffer
 - Mailchimp
 - Zoom / Teams
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Education

BSc. Public Health, Adeleke University, Ede, Osun State – 2024

Additional Information / Achievements

- Over 2 years of professional experience in digital marketing and virtual assistance.
- Proven ability to combine creative marketing strategies with structured administrative support.