

# Nwabuche Chiamaka Deborah

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## Summary

To work as part of a dynamic and purposeful organization driven by excellence, integrity, respect and safety through teamwork and a motivated work force to achieve underlined organizational goals where I can make significant contributions while developing my skills yet further.

## Skills

- Innovative and tech savvy
- Canva
- Caput
- Microsoft Office
- Exceptional communication skills
- Organized and team player
- Strategic sales knowledge

## Education

**Bachelor of Arts:**  
English Education **In view**  
National Open University of Nigeria

**Senior Secondary School Examination**  
High Grade Secondary School **2016**

## Reference

Available upon request.

## Certification

Social Media Guru **(2024)**

Social Media Management  
Starter Pack **(2023)**

## Work history

**Professional Experience**  
**Field Marketer | Modo Ante | February 2024 – Present**

- Managed and optimized regional marketing budgets, introducing innovative ideas to drive brand awareness and increase revenue.
- Delivered live product demonstrations at trade shows, retail locations, and high-traffic areas, engaging directly with potential customers to promote brand loyalty.
- Gathered valuable customer feedback during interactions and provided insights to improve products and services.

**Social Media Manager (Contract Remote) | Eko Revenue Plus Summit | February 2024 – Present**

- Developed and implemented a comprehensive social media strategy to align campaigns with business objectives, resulting in increased engagement and audience growth.
- Organized and maintained a content calendar, ensuring seamless execution of campaigns across platforms.
- Coordinated social media campaigns with other marketing channels, including email and SMS, for a cohesive digital strategy.
- Ran targeted paid ads, optimizing reach and conversions by setting appropriate budgets and focusing on high-potential audience segments.

**Telesales/Marketer | Advertizia Nigeria LTD | 2023 – January 2024**

- Increased brand visibility and customer engagement by identifying and leveraging key growth opportunities.
- Managed end-to-end social media marketing campaigns, including content creation and community management, to enhance brand reputation
- Conducted in-depth data analysis to understand consumer behaviors and market trends, helping inform strategic marketing decisions.
- Provided top-tier customer service via social media, addressing inquiries and complaints promptly to enhance customer satisfaction.

**Social Media Manager | SOTERIA CREATIONS | 2022 – Present**

- Curated and created content across social media platforms, boosting audience engagement through relevant and timely posts.
- Engaged with followers to foster community and manage customer inquiries, ensuring a positive brand experience.
- Developed paid advertising campaigns to increase brand visibility and optimized them for better results.
- Aligned social media strategies with organizational goals to maximize impact and reach.

**Customer Officer | Sidewalk Lounge and Bar. | 2021 – 2022**

- Delivered exceptional customer service by addressing client concerns with professionalism and ensuring prompt resolution of issues.
- Conducted cold calling and follow-ups, successfully converting leads into sales and increasing repeat customer bookings.
- Processed customer transactions and maintained accurate sales data in company ledgers for reporting purposes.

## **Core Competencies**

- **Digital Marketing & Social Media Strategy**
- **Content Creation & Community Engagement**
- **Email Marketing Campaigns**
- **Paid Advertising & Campaign Management**
- **Customer Service & Client Relations**
- **Sales & Brand Management**
- **Data Analysis & Performance Reporting**
- **Creative Tools: Canva, Caput**
- **Software: Microsoft Office(Word, Excel, Power Point)**

## **activities**

A proven track record of successfully growing audience and interfacing with users and building online and field community to enhance engagement with advance analytical and problem solving skills to exceed performance targets at next level.