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[Portfolio](#) | [LinkedIn](#)

EDUCATION

Covenant University

Programme: Bachelor of Science, Mass Communication.

2022

Relevant Courses: Advertising, Mass Media Writing, Copywriting, Feature writing, Branding, Integrated Marketing Tools, , Research Methods, Public Relations in Practice.

LinkedIn

Writing a compelling blogpost

2022

Writing Headlines

2022

Coursera

Understanding Research Methods

2020

Using Canva to create mobile-friendly websites

2022

Udemy

Content Planning and Strategy in B2B Marketing

2022

Browsers to buyers: 21 powerful website copywriting hacks

2022

KEY ACCOMPLISHMENTS

- Increased social media engagements by creating content that connects and sells an experience to the potential customers.
- Converted leads into sales by tailoring content strategies that influences potential customers to take action.
- Resolved internal crisis and carried out proactive measures to avoid future complications and possible company image destruction.

WORK EXPERIENCE

Executive Assistant to the CEO, Business Genesis

July 2022 – till date

- Following up on clients in turn creating a strong business to customer (B2C) relationship.
- Maintained schedules and calendars for social media content which attached a sense of organization to the brand's identity.
- Creating social media content that influences audience to make a purchase eventually converting leads to sales

Digital Marketing Analyst, Keza Africa

January – June 2022

- Launching of the company into the social media space in its start-up phase in turn gaining visibility
 - Writing of compelling social media copies that communicated important messages while entertaining the audience.
 - Development of organized emails that aided conciseness of the email marketing process.
 - Creation of result-oriented marketing campaigns that powered a perspective shift of the “buy now pay later” culture through twitter.
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Marketing Intern, Delta Broadcasting Service, Delta state, Nigeria.

June– August 2021

- Scheduling of radio and television adverts
- Engaging in direct marketing to provide sponsors for DBS philanthropists award show.

LEADERSHIP EXPERIENCE

Public Relations Officer, Covenant University Communications Students Association.

September 2021 – July 2022

- Successfully planned, developed and implemented Public Relations strategies to maintain and improve reputation of the association
- Carefully fact-checked information to ensure effective dissemination of association's information to all members.
- Strategically handled internal crises with proactive measures to ensure no future threats against the association's image.

SKILLS

- Digital Marketing
 - Web Content Writing
 - Social Media Management
 - Copywriting
 - Basic Graphic Design: Canva
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