

SYDNEY CHIKEZIE



Digital Marketer/Creative Designer



PROFILE

Highly motivated and creative digital marketer and designer with a passion for social media marketing, technology, and sustainability. With a keen eye for detail and a pulse on the latest trends, I craft innovative brand experiences that drive engagement, conversions, and positive impact. Committed to continuous learning and using my skills to drive meaningful change.

CONTACT

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EDUCATION

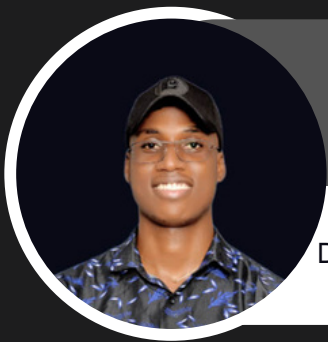
BA in Theatre Arts and Film Studies - Imo State University Owerri - (In view)

SKILLS

- Social Media Management
- Graphic Design
- Content Creation
- SEO Optimization
- Video Editing/ YouTube Optimization

WORK EXPERIENCES

- | | |
|--|--------------------|
| Social Media/Marketing Intern | June 2024 - |
| Herbal Goodness Co. - Remote | Till Date |
| <ul style="list-style-type: none">• Designed engaging visual content for social media platforms, including graphics, posts, and stories, resulting in increased brand awareness and online presence.• Conceptualized and executed marketing campaigns across social media channels, leveraging creative assets and compelling copy to drive audience growth and conversion.• Spearheaded YouTube channel growth and optimization, developing and implementing strategies to boost subscribers, views, and engagement, and creating high-quality video content to showcase Herbal Goodness' products and story. | |
| Creative Designer/ SM Manager | Jan 2024 - |
| Royal Resource Digital - Remote | June 2024 |
| <ul style="list-style-type: none">• Conceptualized and designed captivating social media graphics and video content, leveraging Canva, CapCut and Adobe Creative Suite expertise.• Developed and implemented comprehensive social media strategies, including content calendars and social media campaigns. | |



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AWARDS AND CERTIFICATIONS

- Certificate of Completion - The Complete Digital Marketing Course - Udemey (2022)
- Certificate of Participation - NSIP - Federal Ministry Of Humanitarian Affairs, Disaster Management And Social Development (2023)
- Certificate of Completion - Design for Good: Creative Ideas for Driving Impact - DoSomething.org (2024)
- Certificate of Completion - Green Digital Skills - INCO Academy (2024)
- Certificate of Participation - WBG Youth Summit - World Bank Group (2024)
- Certificate of Completion - Forward Program - Mckinsey and Co. (2024)
- Certificate of Completion - Graphic Design Essentials - Canva Design School (2024)
- Certificate of Completion - Engage Nigeria Program Africa - Creative Industries Initiative For Africa (2024)
- Certificate of Completion - YouTube Masterclass - Udemey(2024)
- Certificate of Completion - FOCA Video Creation - Synthesia (2024)
- Certificate of Completion - Digital Marketing Internship Program - Girls in Marketing (2024)
- Meta Certified Digital Marketing Associate - Meta (In view)

WORK EXPERIENCES

Independent Monitor - M&E **2021 - 2023**
NSIP(FMHADMSD) - Imo State

- Assisted in overseeing M&E for 4 national social investment programs (N-Power, NHGSFP, GEEP, and CCT) in Ahiazu Mbaise LGA, Imo State, ensuring effective. program implementation and data quality.
- Utilized the SIMIS mobile app to report data and findings back to headquarters.
- Collaborated with partners and enumerators to deploy tools for community-based beneficiary selection, adhering to safeguarding and inclusion principles.

Computer Center Assistant **2013 - 2014**
Siems Computer Center - Owerri

- Provided seamless assistance for computer-related tasks such as internet browsing, document editing, and software usage.
- Managed computer center operations to optimize efficiency and customer satisfaction through equipment oversight and scheduling.

REFERENCES

Furnished on Request