

# IFEANYICHUKWU ODINMA

7 GLADS STREET, MARABA LOKO, OROZO, FCT ABUJA

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## CAREER OBJECTIVES

A smart, dedicated, and accomplished Computer Engineer, Content Developer, Digital Marketer, Business Developer, Data Analyst, Author, and Public Speaker, with a proven track record spanning various industries, including Information Technology and Services, Oil and Gas, Hospitality, Education and diverse startups, who seeks to contribute his quota in a definite way towards achieving progress, growth, development, and collective goals of any working environment he finds himself.

## PROFESSIONAL QUALIFICATIONS

- Graduate Computer Engineer, well-versed in operating systems, apps, and repairs.
- Content developer, Webmaster, Digital Marketing, and Search Engine Optimization expert.
- Writing and public speaking. Author of over one hundred motivational books.
- Ability to work with a team or alone with little or no supervision.

## ACADEMIC QUALIFICATION

2013-2018      Ladoke Akintola University of Technology, Ogbomoso, Oyo State Nigeria.

Bachelor of Technology, Computer Engineering.

## WORK EXPERIENCE AND ACCOMPLISHMENTS

Feb. 2023 Till Date: **DIGITAL MARKETING EXECUTIVE, COKA BROTHERS LINKS LIMITED, GARKI ABUJA.**

- Introduced Social Media Marketing and Increased sales by over 400%.
- Monitors the company's online presence, makes daily posts, engages with users, and strengthens customer relationships while running high-performing conversion ads daily.

Jan. 2022- Dec. 2022 **GROUP SOCIAL MEDIA MANAGER, RICHARDS INFRASTRUCTURE LIMITED, ABUJA**

- Generated Social Media strategies across six platforms, resulting in a 95% uptick in sales.
- Directly closed over 400 property deals through conversion Ads and Google My Business.

June 2020 -Dec. 2021 **HEAD OF DIGITAL SALES, EAGLE SWEEP NIGERIA LIMITED, KARISHI ABUJA**

- Championed social media presence, garnering over 800 likes per Instagram post.
- Identified the best-performing channels via testing and data analysis, thus increasing sales.

September 2019- June 2020 **IT Officer cum System Administrator, Artee Industries Limited, Lagos.**

- Diagnosed hardware and software failures and resolved technical issues with 99% accuracy
- Saved the company a substantial amount by refurbishing abandoned computers.
- Configured and maintained POS system, printer, scanner, and weighing scales.
- Installation and maintenance of the company's networks and software eg. Sigma, Orion.

Jan.2012 - Aug.2013 **Webmaster: Cedar Wise Consult Company, Garki Abuja**

- Created, designed, debugged, and updated clients' websites.
- Troubleshoot and drove traffic on client websites.

## PROFESSIONAL MEMBERSHIP AND CERTIFICATION

April 24, 2019      Graduate Member, Nigerian Society of Engineers.

October 2019      Several Udemy Certificates of Completion.

November 2010      Certificate of Honour, MTN Scholarship Foundation.

October 2017      Certificates of Honour, Young African Leaders Initiative.

August 2016      Online Marketing Fundamentals, Google Digital Garage.

## REFERENCES

Available on request.