

Ogbue Michael Uche

Yaba, Lagos | +2347082725943 | uchechukwuogbue@gmail.com

PROFILE

Goal-oriented, reliable communicator with great interpersonal, computing and public relations skills. Eager to contribute a significant quota in a progressive media organization. A competent multitasker and a nimble learner with hands on experience in search engine optimization, UX/UI design process, news writing, content writing and editing.

CAREER SUMMARY

INFORMATION NIGERIA

Editor: Edited and proofread written pieces before publication.

Writer/Content creator: Curated content and monitored engagement on social networks (facebook and instagram) which led to a 60% annual increase in reach and engagement for Information Nigeria on these platforms.

Wrote 500+ politics, entertainment and sports news articles

Search engine optimization – optimized news article content before and after publication with content management system tool “**wordpress**”

UX/UI Design – created a UX case study “Thriftnow”, a thrift clothing platform for seamless online shopping, published on behance.

Replicated several UI designs also published on behance.

EDUCATION HISTORY

St. Gregory’s College, Ikoyi (2008-2014)

B.SC Mass Communication, University of Lagos, Lagos. (2016-2019) – core majors in public relations, advertising & consumer affairs.

CERTIFICATIONS

- Social Media Marketing, eMarketing Institute (April, 2020)
- Affiliate Marketing, eMarketing Institute (April, 2020)
- Advanced Search Engine Optimization (May, 2020)
- UX Design for Beginners, Career Foundry (Nov, 2022)
- Complete App Design –UX, UI and Design Thinking, Udemy (Dec, 2022)
- Figma UI UX Design Essentials, Udemy (Jan, 2022)

SKILLS

Basic Knowledge of Microsoft office applications

Basic knowledge of Canva

Excellent problem solver

Critical thinker

Profound ability to work in a fast-paced environment

Working knowledge of all relevant social media platforms

Excellent writing, research and editorial skills

Excellent verbal and written communication skills

User experience

Media planning

Interpersonal Relations

Design Thinking

INTERESTS

Individual sports

Team sports

Computing