

# Angel Okonkwo

Abuja-Nigeria

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## Personal Details

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**Highest Level of Education:** Undergraduate

**Industry:** Banking & Finance, Media & Communications

## Work Experience

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### **Brand Manager**

Camey and Rock Platform Ltd. - Abuja

March 2022 to Present

Brand Manager for Camey and Rock Platform Ltd. The Holding company for Prime Luxury Real Estate, Capitis Trust Microfinance Bank and Plush Hotels Abuja.

- Develop, Implement, Monitor and Execute the online marketing strategies for the three companies, in addition to Executing Social Media and Google Ad Campaigns.
- Building a library of high-quality, high-leverage marketing materials that showcase the brand, and product narratives.
- Work as a digital media manager across three different brands, creating content and digital strategies to fit each brand's identity and promote the company's products and/or services.
- Managing the company's Social media platforms and Enhancing brand awareness within the digital and social networking space, as well as driving website traffic and acquiring leads/customers.
- Identifying and evaluating new digital technologies and the latest trends within the industry in order to optimize better marketing campaigns.

### **Managing Editor/Head of Publication**

MissPresident Blog (Part-Time) - Abuja

June 2019 to Present

- Research, Create and Edit Website Content under multiple topics and Categories.
- Managing a team of writers, editors and graphic designers, monitoring the results of various content campaigns and editing content pieces to ensure they follow tone and style guides.
- Maintain the website using Wordpress CMS and maximize site traffic by using SEO keywords, Creating SEO articles and backlinks on website content.
- Manage a mailing list and regularly promote posts through email marketing while offering an interactive platform for open discussion.
- Staying current on industry trends for possible opportunities to attract new readers and create more engaging content.

### **Accounting and Finance Assistant**

R.T. Briscoe Nigeria PLC - Abuja

January 2020 to January 2021

- Preparing and approving Purchase Orders.
- Creating Payment Invoices and Vouchers.
- Reconciling Account Balances and Keeping financial records up-to-date.
- Assisting the Financial Department and Accounts manager as needed.
- Managing all routine administrative checks and balances.

## Education

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### **Bachelor's in Banking and Finance**

Afe Babalola University, (First Class Graduate) - Ado-Ekiti  
September 2015 to October 2019

### **WASSCE Certificate in Senior Secondary School.**

Cherryfield College, - Abuja  
September 2009 to July 2015

## Skills

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- Search Engine Marketing/Search Engine Optimization
- Digital/Social Media marketing
- Creative Writing/Content Creation
- WordPress CMS
- Accounting software
- Video Editing/Design Skills

## Languages

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- English - Expert
- French - Intermediate

## Links

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<http://www.misspresident.home.blog>

## Awards

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### **Best Graduating Student, Banking and Finance Department, 2018/2019 Session.**

October 2019

### **President, Banking and Finance Students Association, ABUAD**

April 2018

## Certifications and Licenses

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### **Accounting Technicians Scheme West Africa (ATSWA)**

October 2017

ATS 1 Certificate

### **Digital Marketing Certificate**

October 2021 to Present

Future Learn Certificate in Digital Marketing

### **Public Relations Academy Certificate (UK)**

January 2022 to Present

PR Academy Certificate in Principles of Public Relations (UK)

### **DELFL Certificate**

March 2012

Diploma D'Etudes en Langue Francais A1 Certificate

### **Brand Management Certificate**

February 2022 to Present

Great Learning Certificate in Brand Management

## Groups

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### **Fundraising Volunteer at Save The Children International Charity.**

December 2021 to Present

### **Head, Media Relations at Khadijah Okunnu-Lamidi Presidential Campaign 2023**

June 2022 to January 2023

Khadijah Okunnu Lamidi Presidential Campaign 2023.

## Publications

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### **Effects of Financial Sector Reforms on Economic Growth. (The Case of Nigeria)**

<https://www.grin.com/document/1059911>

October 2021

A Case Study on The Effects of Financial Sector Reforms on Economic Growth in Nigeria was undertaken in May 2019, published by Grin Publishing in June 2021. The Book is Currently available on Amazon, Barnes and Noble and Google Bookstore.