

## **UKAMAKA SANDRA PIUS**

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### **PERSONAL PROFILE**

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A Top Performing Strategic Studies Graduate with five years of experience in Research and Academic writing. I am passionate about building a career in Academic and Content Writing, and in Digital Marketing. I strive to use my skills to further my career aspirations, while leveraging my knowledge, leadership abilities, and team spirit to achieve the best results in my chosen field.

### **WORK EXPERIENCE**

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#### **MAY 2023 - SEPTEMBER 2023**

#### **CLIENT SERVICE RELATIONSHIP / DIGITAL MARKETING: MAINTENANCE CULTURE LIMITED**

Developed and implemented effective Communication Strategies that engaged internal and external stakeholders. Rose Brand Awareness by creating Content (Visuals and Blogs) and promoted the Company's Services. Managed the quality and consistency of Communication, built positive attitudes, improved Understanding and awareness of the Company, and drove engagement, thus contributing to the Company's Growth and Success.

#### **MAY 2022 - MARCH 2023**

#### **DIGITAL MARKETING : PHOTIZEI MULTI DOORS**

Developed and Analyzed visually appealing Contents for the company's Social Media Platforms. Monitored customer feedback and responded appropriately. Created engaging Campaigns to expand reach and boost engagement. Improved performance metrics across all channels and stayed up to date with the latest trends and changes in the industry. Created weekly content for the company's blog site while optimizing this content for SEO purposes. Tracked relevant keywords and their Google rankings and created more contents along that line.

#### **MAY 2020 - JUNE 2020**

#### **CAMPUS AMBASSADOR, INTERNATIONAL MODEL UNITED NATIONS**

I worked with delegates spread across different countries to educate students on how to build Leadership and Diplomatic Skills. I was tasked with the responsibility of promoting the online and offline conference of the organization on all Social Media platforms.

## **MARCH 2016 - JUNE 2021**

### **RESEARCH ASSISTANT, INSTITUTE OF AFRICAN AND DIASPORA STUDIES**

I worked with renowned Professors as an Apprentice and Undergraduate Researcher on matters affecting and arising in Africa and its Diaspora and how best to solve these issues.

## **EDUCATION**

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### **JANUARY 2016 - OCTOBER 2021**

#### **UNIVERSITY OF LAGOS, B. A. HISTORY AND STRATEGIC STUDIES**

4.2/5.0 C.G.P.A, among the top five best performing students.

## **PROFESSIONAL DEVELOPMENT**

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Certification/Training:

### → **2022 :**

- Certificate of Completion by Adbirt (Search Engine Optimization Training)
- Certificate of Discharge from National Service

### → **2020:**

- Certificate of Completion by Women At Risk International Foundation (Understanding, Preventing and Responding to Gender Based Violence).
- Certificate by Young African Leadership Initiative (Understanding the Rights of Women and Girls).
- Certificate by Young African Leadership Initiative (Understanding Elections and Civic Responsibility ).
- Certificate of Completion by Mohammed Bin Rashid University of Medicine and Health Science (Let's Break the COVID-19 Infection).

### → **2016:**

- Certificate of Attendance by OpenCon.

## **VOLUNTEER/LEADERSHIP EXPERIENCE**

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### → **2020:**

- Volunteer ( Save The City)
- Member ( Students For Liberty)
- Activist (She Leads Africa ).

### → **2019:**

- President (Legion of Mary, St. Thomas More Catholic Chaplaincy, Unilag)
- Member (Rare Disease Nigeria).
- Member (Young African Leaders Initiative ).

### → **2015:**

- Head Girl (Royal Rainbow High School).

## SKILLS

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- \* Understanding of Microsoft Office
- \* Research and Academic Writing
- \* Great Leadership and Communication skills
- \* Social Media Optimization
- \* Canva and Video Editing Skills
- \* Beginner Data Analysis Skills (Excel and SQL)
- \* Public speaking
- \* Content writing
- \* Project Management
- \* Problem Solving
- \* Email Marketing

## PORTFOLIO LINK

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**Find my Portfolio :**

<https://drive.google.com/file/d/1ijthskkDrcCKfceAvjDQG05rJUn6lSD5/view?usp=drivesdk>

## REFEREES

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- Reverend Fr. Paul Akin Otiko, Researcher, Institute of African and Diaspora Studies, Chaplain St. Thomas Moore Catholic Chaplaincy, University of Lagos.  
Email: pakin-otiko@unilag.edu.ng
- Prof. Rufus Akinyele, Vice Chancellor, Maranatha University and Former Senior Lecturer and Head Of Department, Department of History and Strategic Studies, University of Lagos. Tel: 08087457829.