

OTONJO JOY HORSFALL

DIGITAL MARKETING/CUSTOMER RELATIONSHIP STRATEGIST

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SUMMARY: A mass communication graduate with skills in creating compelling online content and managing social media strategies that drive audience engagement and brand growth. I am skilled in audience-based content planning through feedback analysis and utilizing different digital media platforms to maximize reach and impact. I am passionate about fostering meaningful connections with audiences in the digital space to achieve organizational goals.

SKILLS

- Basic Knowledge of Search Engine Optimization and Search Engine Marketing techniques.
- Content creation and planning.
- Social Media Management.
- Excellent written and verbal communications skills.
- Brand Awareness
- Creativity and data analysis.
- Audience Engagement.
- Feature Writing

EXPERIENCE

Digital Engagement Personnel

Aug 2022- March 2023

COLOURSINICE EVENT PLANNING SERVICES, Abuja

- Develop and implement digital engagement strategies that align with the company goals and audience preferences.
- Collaborate with the content creating team to produce compelling social contents such as articles, videos, social media posts and interactive digital elements using up to date trends
- Oversee and maintain the company's social media presence, scheduling posts, responding to comments and tracking engagement metrics.
- Analyse audience using analytics tools to gain insights into audience behaviour, preferences and demographics. Tailoring the company's content according to the results.
- Actively monitoring online conversations and feedback to identify trends, respond to inquiries and adapt strategies as needed.

Broadcaster and Media Content Planner
DELTA BROADCASTING SERVICE, Asaba, Delta.

Feb 2021- July 2022

- Co-hosting an interactive and entertaining television programme.
- Creating audience engaging broadcast scripts based of audience interviews and feedbacks.
- Anchoring Vox pop programmes on air
- Conduct thorough research on assigned topics or guests to provide well informed commentary and interviews during broadcasts.
- Interact with the audience through social media and other digital platforms to build loyal following and encourage listener feedback.

Reporter and Editor (Intern),
ARMED FORCES RADIO STATION, Abuja

July - Oct 2019

- Cover events, news conferences and community activities as required.
- Assist in the verification of the accuracy of information and sources before the senior reports and editors publish.
- Capture photos and multimedia content to accompany news stories.
- Edit and proofread news, articles and reports for accuracy, grammar and style.
- Collaborate with reporters, writers and editors to ensure quality and consistency of work.

Reporter and Feature Writer (INTERN)
NIGERIAN TELEVISION AUTHORITY, Jos.

July – Oct 2018

- Feature writing for weekly programmes.
- Creative storytelling to flare up articles and engage audience.
- Contributing fresh ideas during meetings and brainstorming sessions.

BLOG

In my capacity as the owner and manager of **Pandawritesbooks** blog, I have successfully cultivated a highly engaging digital platform with a robust online presence that attracts audience over a vast digital reach. Managing the blog has enabled me to gain skills in:

- Content Creation
- Audience behavior analysis
- Digital Promotion

- SEO and SEM
- Analysis and Reporting

PROFESSIONAL CERTIFICATION/TRAININGS

UMM Chapter, Benue

- Certificate of meritorious Service AMASCO 2020.

EDUCATION

- University of Mkar, Mkar, Benue State.
B.Sc. Mass Communications
Second Class Honors (Upper Division) 2016-2020
- Queen of the Rosary Secondary School, Gboko, Benue State.
West African Senior Secondary School Examination 2010-2016