
NWANJI UCHE HILLARY

08027883482, 08066039768  

nwanjiuche@gmail.com 

<https://ucheportfolio.netlify.app/> 

<https://www.linkedin.com/in/nwanji-uche-007/> 

Professional Objective

Exceptionally organized individual with proficient skills in digital marketing. Seeking a role in your organization to utilize over 3 years of experience and help to increase your revenue through my skills. Coming with team-building skills and excellent communication skills to join your team.

Professional Skills

Website Development Email Marketing SEO and SEM Social Media Management

Paid Advertisement (Ads) Programmatic Advertising Google Search Console Google Analytics

Designing Skill

Work Experience

- **Chez Moi Fashion** Feb 2022 - Nov 2022
Digital Marketer and Website Management
 - I designed and implement a social media strategy to align with company goals.
 - I performed research on current benchmark trends and audience preferences.
 - I oversee social media accounts design(eg Facebook, Instagram)
 - Run advertisement campaigns on Facebook and Instagram plus Google.
 - I managed their website and worked on its SEO.
- **Dealclinchers Realtors Limited** April 2021 - Dec 2021
Digital Marketer & Website Management (Contract)
 - I developed, implement, and manage marketing campaigns that promote the properties of the company
 - Drive website traffic and acquire leads
 - Running of ads on Google, Facebook and Instagram, Linked
 - Conduct keywords research and make the website SEO friendly
 - Sending of newsletter weekly to subscribers
- **Elonatech Nigeria** March 2020 - February 2021
Digital Marketer
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 - Analyze digital data to draw key recommendations around website optimization.
 - Design and oversee all aspects of our client's digital marketing including email marketing, and display advertising campaigns.
 - Editing, writing, or designing Website content, and working with team members to create content.
 - Developing a distinct online presence by attracting high numbers of internet followers through social media channels such as Facebook, Twitter, YouTube and Instagram.
 - Developing strategies to increase the number of visitors to a website by achieving high-ranking placements in search results.
 - Use web analytics software to monitor the performance of client websites and make recommendations for improvement.

- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Manage websites creation, content and update anything necessary in it.
- **Panorama Data Service** October 2018 - September 2019
Junior Software Developer(IT), V.I, Lagos State
 - Remote and onsite support to ensure maximum efficiency on Jobs.
 - Oversaw troubleshooting of technical issues to solve problems within a reasonable timeframe.
 - Pitched in to assist senior developers when deadlines were pressing and staffing needs were minimal.
 - Maintained strict budgetary and scheduling guidelines to satisfy customers with high-quality, targeted designs.
 - Collected, defined, and translated user requirements into project designs and implementation plans.
 - Utilized programming capabilities in WordPress, React and JavaScript, and other libraries as needed.

Education

- **Delta State Polytechnic, Ogwashi-Uku** 2017
HND in Accountancy
- **Omatseyo Secondary School, Ejigbo, Lagos** 2008
SSCE / WAEC
- **High Gate Nursery and Primary School, Oshodi, Lagos** 2005
First School Leaving Certificate

Soft Skills

- Interpersonal Relationship
- Effective Communication
- Teamwork
- Critical Thinking
- Fast Learner
- Critical Strategy

Certificate

- **HubSpot Academy.** 2022
Digital Marketing
- **LinkedIn Learning** 2021
Digital Marketing
Social Media Marketing.
- **ALABIAN SOLUTIONS** 2019
Frontend developer
- **National Youth Service Corp (Nysc)** 2019
- **Higher National Diploma** 2017

Interests

- Reading
- Researching
- Internet

Languages

- English
- Yoruba
- Igbo

REFEREES

- Available on request