**ERICA NSOFOR**

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# PROFESSIONAL SUMMARY

Dedicated and fueled by a deep passion for transformation, I, Erica Nsofor, am a final-year student at Pan-Atlantic University with hands-on experience in IT, business & data analysis, brand strategy, copywriting, and brand management. I thrive in environments where creativity meets analytical rigor. With a strong commitment to delivering results, I constantly seek innovative ways to leverage data insights for impactful media branding strategies. I thrive in collaborative environments with teams to execute impactful programs, highlighting my ability to adapt and innovate.

# EDUCATION

Information Science & Media Studies, Bachelors

Pan-Atlantic University, Ibeju-Lekki, Nigeria | October 2021 – July 2025

**EXPERIENCE**

# Social Media Manager, ByAku

Lagos, Nigeria | January 2024 – Present

- Overseeing content creation, awareness strategy, and engagement. I cultivate the online presence, enhancing brand visibility, and driving audience engagement.

# Copywriter & Strategy Intern, Insight Publicis

Lagos, Nigeria | July 2024 – September 2024

* Creating ad copy for various media and TV commercials while ensuring alignment with brand objectives.
* Contributed to the development of strategic briefs, connecting creative ideas with business objectives.

# Information Technology (IT) Intern, Ecobank Nigeria Lagos, Nigeria | August 2023 – October 2023

* Collaborated with other IT teams and analysts to create dashboards and reports, as well as proposed solutions to IT incident reports.
* Resolved over 100 Support tickets, ensuring timely and effective solutions.

# IT&D Intern, Reckitt

# Lagos, Nigeria | August 2022 – October 2022

# SKILLS

* Analytical & Problem-Solving: Data Analytics & Visualization, Critical Thinking, Problem-Solving
* Creative & Digital Skills: Photography, Social Media Management, Creative Thinking
* Business & Communication: Strategic Communication, Presentation Skills, Communication
* Interpersonal: Teamwork & Collaboration, Adaptability

# CERTIFICATIONS

* Microsoft Office Specialist (Word & PowerPoint 2019) – March 2021