

**ANAYO IJEOMA MARYLOVETH**

**4, Aminatu Ilo street Ejigbo Lagos.**

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## **PROFESSIONAL SUMMARY:**

Enthusiastic Digital Marketer experienced in managing and implementing high impact digital marketing strategies. Proficient in content writing, Email marketing, Google and face book ads, SEO best practices, video and graphics design. Adept in guiding strategic relationships to achieve organization's goals either as a team player or lead.

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## **SKILLS**

- Resilience and self confidence
  - Time management
  - Proficient in the use of Canva, Photoshop and Coreldraw
  - Content / story writing
  - Google and Face book ads
  - Team work
  - Research and quick learning
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## **WORK HISTORY**

**August 2022- Remote Digital Marketing Personnel**

**Employer- Flojinnie Group**

### **Job Description:**

- Created graphics and video contents for products and services
- Created high impact digital marketing campaigns to increase product sales
- Developed Email marketing and bulk SMS plans to optimize product affinity and patronage
- Managed business' website, through blog post and product whilst analyzing page rank and traffic using Google analytics
- Manage social media pages of the business

## **November 2021- Content Executive**

**Employer- Emo Media, Ikeja Lagos.**

### **Job Description:**

- Outsourced content producers, whilst managing their content on a VOD platform
- Analyze content traction to implement best practices in order to increase content visibility.
- Edited and created cover designs for each video contents.
- Team up to develop NCP plans to suite client goals .
- Created content for SMS marketing campaigns.
- Managed company's social media pages

## **August 2018 - October 2020 – Intern**

**Employer: Odenigbo 99.1 FM, Obosi Anambra State.**

### **Job Description:**

- Co-anchored one of the station's Thursday night programs(Sun Down Cruise)
- Guest one of the station's Tuesday noon programs(Ladies Hangout)
- Recorded voice over for jingles.
- News sourcing and writing
- Welcomed and direct clients to the waiting office.
- Handled inbound and outbound calls and emails.
- Answered client's enquiries on advert pricing and spot buying.
- First point of contact between staff members and the Management team.
- Ensured office supplies are available and placing orders for more when they are exhausted.
- Coordinated staff meetings, taking down minutes and disseminating reports and information to members of staff through mails or slack.
- Attended meetings with the Station Manager and send out report of the meetings to the SM and clients involved.
- Managed the Station Manager's calendar and send activity reminder to him through mails.

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## **EDUCATIONAL PORTFOLIO**

**2015-2019 – Second Class Upper Division (BSC) in Mass Communication – Nnamdi Azikiwe University**

**CERTIFICATION:**

- Certificate in Social Media Management.
  - Certificate in Digital Marketing
  - Certificate in graphics design
  - National Youth Service Corps Discharge Certificate.
  - Sansvid International 5 in 1 course certificate in CRM, HRM, HSE, PM and ICT
  - Google Digital Skills Certificate in Digital Marketing.
  - Certificate in MS-Word Packages (Microsoft word, Excel and Powerpoint)
  - Bachelor of Science in Mass Communication (BSC)
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**AWARDS/ ACHIEVEMENTS**

- Award of Recognition for selfless service as the Vice President of the National Association of Catholic Corps Members, Sokoto state. 2021
  - Certificate of Merit for a distinguished service at Sultan Attahiru Secondary School, Sokoto state. (NYSC PPA)
  - Certificate in Basic Food Processing from NYSC SAED training and Evergreen Cakes and Beads respectively.
  - Vice President, National Association of Catholic Corps members (NACC), Sokoto state 2020/2021
  - Letter of Recommendation by Odenigbo 99.1FM obosi, Ananmbra State.
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**HOBBIES:** Reading, Writing, traveling, seeing movies and cooking.

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**BIO DATA:**

**State/LGA:** Imo/IdeatoSouth

**Marital Status:** Single

**Religion:** Christianity

**D.O.B:** 9/3/96

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**REFEREES:**

Barr. Nwopkuru Moses.

Mr. Chinedu Umego

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