

# EKONG, ETIETOP FELIX

A highly organized and results-driven professional with 5 years of experience in data management, social media strategy, and business development. I have a proven track record of transforming a company's social media presence into a strategic asset by developing and executing high-impact initiatives across LinkedIn, Facebook, and X (Twitter). My proactive approach led to the creation of the Business Social Strategies Group (BSSG), where I built and led a team to drive brand awareness and traffic. I am passionate about leveraging my skills to drive organizational growth and am actively seeking opportunities to acquire new skills that will further my expertise.

Akwa Ibom State Nigeria

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## EXPERIENCE

**AdvanceQT , Fairfax, Virginia, United States ( Freelance )** — Data Entry Specialist & Social Media Coordinator

OCTOBER 2023 - PRESENT

- Registered over 200 companies and uploaded their job listings.
- Registered over 100 new members onto the platform.
- Transformed the company's social media presence into a strategic asset.
- Developed and executed social media initiatives across LinkedIn, Facebook, and Twitter (X).
- Created and led the Business Social Strategies Group (BSSG), building a team of social media managers to execute a unified strategy.
- Planned and created diverse content tailored for each platform to drive brand awareness and traffic.
- Tracked key metrics to optimize strategy and measure impact.
- Scheduled meetings for the onboarding of new members.

**Ministry of Lands & Survey , Ebonyi State Nigeria ( NYSC )** — Data Entry Specialist & Data Management

DECEMBER 2023 - NOVEMBER 2024

- Data Entry for processing Certificate of occupancy, Power of Attorney and Deed of gift for land owners
- Collaborated with surveyors, land officers, and other stakeholders for data collection and verification
- Prepared and organized physical and digital documents for data entry
- Verified data by comparing it to source documents and correcting discrepancies

## SKILLS

- Data Management & Entry
- Social Media Management & Strategy
- Medical Records Management & Organization
- Microsoft Excel & Google Sheets
- Analytical & Critical Thinking
- Communication & Teamwork
- Confidentiality & Privacy
- Digital Marketing
- Leadership
- Team Building

## CERTIFICATES & AWARDS

- Digital Marketing -GOOGLE AFRICA
- Project Management - GREAT LEARNING
- Brand Management - GREAT LEARNING
- Product Management - GREAT LEARNING
- Management of intimate partner violence in humanitarian settings - WHO
- Influenza Prevention And Control - WHO
- Health inequality monitoring foundations: Health data disaggregation - WHO
- Mental health and

**Immanuel General Hospital, Akwa Ibom State Nigeria— Medical  
Records Management**

JANUARY 2023 - OCTOBER 2023

- Patient data entry and compilation of patient data by hierarchy of numbers is assurance of confidentiality
- Hospital Data Analysis
- Reviewed records for completeness, accuracy, and compliance with regulations
- Participated in the preparation of outpatient and inpatient monthly reports.

**OctavMal Jewelries And Accessories, Lagos State Nigeria — Brand/  
Promotion Strategist & Social Media Manager**

JANUARY 2020- AUGUST 2022

- Analyzed target markets, including current trends in language and interests
- Identified appropriate channels for promotion, including organic and paid media
- Created content calendars and strategies for regular engaging content
- Developed campaigns to promote the brand, attract new followers, and engage existing ones

psychosocial support:  
Clinical management  
of rape and intimate  
partner violence in  
humanitarian settings-  
WHO

- Chromoblastomycosis  
: Training for national  
and district-level  
health workers -  
WHO
- Clinical Management  
Of Rape Victims -  
WHO
- Soft skills Training -  
JOBBERMAN  
NIGERIA

## LANGUAGES

- English - Fluent
- French - Intermediate

## EDUCATION

**Ecole De Techniciens Supérieurs Du Benin Republic — BSC Health  
Information Management**

SEPTEMBER 2020 - OCTOBER 2023

**Ecole De Techniciens Supérieurs Du Benin Republic — BSC  
Management Information Systems**

SEPTEMBER 2019 - OCTOBER 2022

**Revelation Secondary school, Akwa Ibom State Nigeria — High  
School Certification – WASSCE & NECO**

SEPTEMBER 2010 - AUGUST 2016