

ASUQUO, JOSEPH EKONG
700103 Abuja, Nigeria
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Social Media Handles/Joseph Ekong
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PROFESSIONAL SUMMARY

A Chemistry graduate with a 3-years in digital marketing with a core expertise in **social media management and marketing**, mixing elements of strategy, creativity, and analytics to spark engagement and ignite growth as a social media manager and versatile content creator. Proficient in researching, writing, and editing diverse content to produce engaging, authoritative, and error-free work. Possess exceptional problem-solving and analytical skills and is able to work effectively and efficiently in high-performing teams. Customer-focused, continuously navigating high-stress situations calmly and effectively.

Name: Joseph Ekong Asuquo
L.G.A./State: Uyo/Akwa Ibom State
Nationality: Nigerian
Spoken Languages: Fluently Ibibio, Efik, English, and basic French

SKILLS AND ABILITIES

- Knowledge of Google Doc, Spreadsheet, & Google Slide.
- Wordpress
- Content Strategy and Creation
- Knowledge of SEO
- Communication
- Leadership
- Organization
- Analytical skills
- Problem solving
- Attention to details

TOOLS USED

- CapCut
- Canva
- Meta Business Suite
- Mailchips
- Google Space
- Slack
- Clickup
- Notion

WORK EXPERIENCE

MADRID FOODS NIGERIA

March 6, 2023 to Present

Position: Social Media Manager

- Utilized exceptional writing, editing, and proofreading skills to produce engaging, error-free social media posts, advertising copy, and press releases.
- Boosted brand awareness and company reputation, reaching 30,000+ impressions online.
- Completed thorough research into current trends to create relatable videos and visual content.
- Utilizes artificial intelligence (AI) to enhance human productivity in a short period of time.
- Increased Facebook followership by over **50%** from **3,600+** to **15,036+** (likes & follows) within **20 months** of managing the page.

EDUCATION

- **UNIVERSITY OF UYO, NIGERIA**
Award: Bachelor of Science in Chemistry (**Second Class Lower**) 2024
- **MACZEE COMPUTERS TRAINING INSTITUTE, UYO, NIGERIA**
Award: Diploma in Computer 2017