


## NDEYARA BARIDA DEBORAH

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## PROFESSIONAL SUMMARY

Detail-oriented Administrative & Digital Marketing Professional with hands-on experience supporting executives, managing office workflows, and improving online brand visibility. Skilled in content creation, social media strategy, SEO, and administrative coordination. Known for boosting engagement, improving processes, and delivering organized, high-quality support.

## CORE SKILLS

- Administrative & Executive Support
- Calendar & Schedule Management
- Document Preparation & Filing
- Email & Phone Correspondence
- Meeting Coordination
- Data Entry & Record Keeping
- Microsoft Office (Word, Excel, Outlook)
- Google Workspace
- Strong Attention to Detail

## Digital Marketing

- Social Media (Instagram, Facebook, TikTok, LinkedIn)
- Content Creation & Copywriting
- SEO & Keyword Research
- Canva Graphics Design
- Email Marketing
- Meta Ads Manager
- Google Analytics
- Digital Strategy

## PROFESSIONAL EXPERIENCE

## Digital Marketing & Administrative Assistant

Charakids Foundation — Remote | Jan 2025 – Present

- Created SEO-optimized blog content that improved website visibility and search performance.
- Developed LinkedIn/Twitter content calendars, increasing engagement by 35% monthly.
- Conducted keyword research to guide content strategy using Ubersuggest & Google Keyword Planner.
- Managed administrative tasks: calendar scheduling, email correspondence, document organization.
- Handled data entry, filing, and internal communication support.
- Coordinated virtual meetings and updated digital project records.

## Social Media Manager (Freelance)

Aito Properties Ltd. | Jan 2024 – Present

- Executed multi-platform social strategy, increasing engagement by 65% in 3 months.
- Produced marketing videos, graphics & reels that generated 150+ qualified inquiries.
- Managed Facebook/Instagram ads, boosting traffic and conversions by 40%.
- Supported sales teams during estate launches, accelerating property sales cycles.
- Analyzed insights and refined strategy to increase post reach by 70%.

## Sales & Customer Service Executive

Body & Mind Beauty Spa — Port Harcourt | Feb 2022 – Dec 2023

- Created promotional visuals and content to boost in-store and online engagement.
- Improved customer retention with timely communication and follow-ups.
- Introduced Instagram marketing that increased monthly bookings by 30%.

## EDUCATION

HND, Biology/Microbiology  
Ken Saro-Wiwa Polytechnic — 2019

NYSC — 2021

## CERTIFICATIONS

## Digital Marketing Training Certificate — 2025(In Progress)

### **PROJECT**

NGO Social Media Awareness Campaign

Designed Instagram/Facebook content that increased reach by 40% in one month.

### **ADDITIONAL STRENGTHS**

Problem-Solving & Initiative

Professional Communication

Multitasking & Time Management

Ability to Work Under Minimal Supervision

### **REFERENCES**

Available on request.