

ELO PHILIP

Digital Marketing and Creative Director

abetterphilip@gmail.com

SUMMARY

I am an experienced digital marketer with over 6 years of experience in creative production and program management. I have a track record of success in developing online strategies that help businesses grow. My strong teamwork and management skills have enabled me to work effectively with teams to achieve set goals. I am currently seeking a position that will allow me to use my extensive skills and experience to grow exponentially in my career path.

EXPERIENCE

Digital Marketing Manager

2020 - 2022

Afen group.

Remote, USA

- I started off as an intern where I mostly did a very light portion of content creation, campaign media design, community management and most of all market research & marketing strategy presentations.
- Partnered with influencers to boost brand recognition
- Managed \$500 digital marketing budget for advertising and digital PR campaigns
- Grew social media engagement on Twitter and Telegram, and was a huge feat for me as it was a performance indicator in my action plans

Freelance Video Editor/ 2d Animator

Freelancing

Lagos, Nigeria

- As a Video Editor I was tasked with taking the raw footage shot by the film crews and directors, and turning it into the final product, which required following an outline, script or shot list and assembling the footage into one cohesive video or film. It was also my responsibility to review and create simple 2d animations to promote sales and tell deeper stories.
- Worked closely with directors to present a final product that matches his or her vision, with creative storytelling as one of my strongholds and interactive story telling as the basics of which I build upon.

Marketing Specialist/ Event Management

2022 – Present
Abia, Nigeria

Elonda Marketing Agency

- Launched a lead generation program, successfully reaching out to potential clients and sponsors against the various programs overseen
- Collaborated with various teams to deliver effective marketing campaigns and also brought in conceptual ideas for the execution of these campaigns
- Assisted in developing and executing marketing plans to achieve organizational goals.

STRENGTHS

Active Learning

I love researching and learning new things to improve myself and be tuned with the dynamically changing world and trends.

Decision-Making

I like to analyze data, find a simple direction and goal, make a plan of actions in order to fit in a deadline, and execute it.

Attentive to Details

I spent years as a creative Producer, helped me develop a strong sense, in technically identifying weak spots in plans, bright ideas in plain sight with a vivid imaginations.

EDUCATION

2018-2020

Certified in Creative Publication
National Institute of Information Technology

2020 - 2021

Certified in Data Management
Aptech Learning

2017 - 2023

BACHELOR OF ENGINEERING IN COMPUTER ENGINEERING
Michael Okpara university