

MICHAEL IORYISA INGBIAN

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PROFESSIONAL SUMMARY

Dedicated professional with a strong academic background in Human Anatomy and a deep passion for laboratory science. My education instilled a meticulous approach to research and data analysis. Recent certifications in Marketing Strategy and Content Marketing highlight adaptability. While I've held roles as an Administrative Assistant and Mathematics Teacher, my true passion is research and laboratory work.

Proficient in lab protocols, data management, and analysis, I contribute effectively to scientific research. My commitment to precision, problem-solving, and teamwork is an asset in any lab setting. Eager to apply my skills and dedication to environments valuing innovation, collaboration, and scientific excellence,

CERTIFICATES OBTAINED

Date	Certification
2023	Certified Agile Marketing Professional™
2023	Licensed Digital Marketing Master™
2023	Paid Marketing Master™
2023	Marketing Strategy Master™
2023	Content Marketing Master™
2022	National Youth Service Corp (NYSC)
2021	Bachelor of Science in Human Anatomy
2017	Senior Secondary Certificate of Education (SSCE)
2014	Junior Secondary Certificate Examination (JSCE)
2011	First School Leaving Certificate (FSLC)

INSTITUTIONS ATTENDED

Date	Institution
2023 – 2023	International Institute of Digital Marketing
2015 - 2021	Benue State University Makurdi
2009 - 2015	Saint Joseph's Secondary School Nyiman, Makurdi
2003 - 2009	Makurdi International Nursery and Primary School

WORKING EXPERIENCE

October, 2023 – *Present*

Web Content Writer (Volunteer)

Geeky Nigeria | Remote

Work Description

- Produced high-quality and engaging web content for Geeky NG
- Conducted research to gather information and data to support content creation.
- Optimized content for SEO to improve search engine rankings.
- Edited and proofread content for accuracy, clarity, and grammar.
- Developed content calendars and plans to maintain a consistent flow of content.
- Identified relevant keywords to enhance content optimization.
- Kept updated with the latest web writing techniques and technologies.

July, 2023 – October, 2023

Position held: Remote Digital Marketing Analyst (Internship)

International Institute of Digital Marketing

Work Description

- Evaluated campaign performance and worked with affiliates daily to capitalize on growth opportunities.
- Managed relationships for a growing program of strong affiliates who use multiple media types display, paid search, organic search, email, television, call centre, and more.
- Developed strategic initiatives to exceed quarterly goals.
- Collaborated with other Marketing, Sales, and Engineering team members on cross-functional initiatives.
- Conducted market research and competitive analysis to identify growth opportunities.
- Reacted quickly to issues and market shifts as they arose

June, 2023 – July, 2023

Position held: Remote Administrative Assistant
Geodataar

Work Description

- Conducted web research to gather relevant information and data
- Managed social media platforms and assist in developing engaging content
- Created and edited videos for promotional and informational purposes
- Assisted with marketing and promotion initiatives, both online and offline
- Supported the team with various ad-hoc projects as assigned
- Utilized Microsoft Suite and G Suite applications effectively
- Demonstrated knowledge and skills in video creation, editing, and SEO techniques
- Maintained excellent communication skills, both written and verbal

October, 2022 – June, 2023

Position held: Front Desk Officer
Zetron Medical Diagnostics

Work Description

- Collected and processed guest data in line with data protection regulations.
- Kept reservations systems up-to-date for clear availability management.
- Managed incoming calls effectively using switchboard systems.
- Performed accurate cash counts at store opening and closing.
- Improved processes to support team target achievement.
- Answered questions about store policies and concerns politely and professionally, supporting positive customer experiences.
- Mentored new team members on customer service and POS operations.
- Recorded daily transaction information using POS systems, enabling stock

December, 2021 – October, 2022

Position held: Cancer Registry Staff, Receptionist and Mortician (NYSC)

Jos University Teaching Hospital

Work Description

- Used on-site and off-site storage to manage health records, ensuring consistent compliance with regulatory guidelines relating to creation, delivery, storage and destruction.
- Maintained patient trust by constantly verifying the confidentiality of medical records according to company policies.
- Accurately and accordingly processed changes to patient registrations and records.
- Performed regular medical record checks, verifying all charts were audited and up to date with the most recent patient data.
- Carefully managed large volumes of case notes, updating computerized tracking and manually filing in multiple locations.
- Updated patient healthcare records, scanning and attaching Health documents as required.

January, 2022 – November, 2022

Position held: Mathematics Teacher

Teredoo Princely Schools

Work Description

- Applied Key Stage 3 and 4 curriculum knowledge to create robust lesson plans.
- Inspired interest and curiosity in mathematics through interactive games.
- Built a comprehensive understanding of mathematical concepts, methods, and vocabulary.
- Ran Math Society events demonstrating practical applications of math studies.
- Implemented Assessment for learning strategies and encouraged self-assessment.
- Planned project concepts by researching and studying information.
- Established media specifications and monitored production team conformance.
- Developed innovative, robust design solutions through collaboration with the technical team

January, 2018 – January, 2021

Position held: Financial Secretary

Anatomical Students Society Of Nigeria, ASSON, Benue State University Chapter

Work Description

- Managed 300 adviser diaries using Excel to facilitate cross-departmental workflows.
- Conducted routine analyses and investigations at the request of the Financial Director, collating and communicating findings at general meetings.
- Prepared monthly and annual financial reports in line with proper standards.
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- Meticulously recorded payment funds collected, deposited or disbursed.
- Processed incoming and outgoing parcels and correspondence for students
- Updated executive diaries with daily appointments, set reminders, and added key details.
- Kept office spaces organized and workflows streamlined for team success against challenging daily objectives

PERSONAL SKILLS

- Research
- Tissue Processing
- Google Suite
- MS Office
- Documentation
- Writing
- Customer assistance and interaction
- Conflict management
- Policy formulation
- Department budget governance
- Service Promotion
- Salesforce
- Content Marketing
- Marketing Strategy
- Proficiency in computer typing and editing and various operations
- Teaching

REFEREES

- **Mr. Daniel Iorzer**
Computer Software Professional
08067979615
- **Dr. Innocent Emmanuel**
HOD
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