Patrick Ikwu

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Summary

An analyst, digital marketer, and content writer who specializes in data and system analysis, digital marketing campaigns and strategies, business strategy planning and execution, and software engineering course material creation.

I am always striving to improve myself to keep providing high-quality service wherever I find myself.

Experience

Program Manager
ARC Digital

Oct 2022 - Aug 2023 (11 months)

• Managed the company's software engineering courses, ensuring that the students and team captains (de facto teachers) were smoothly proceeding with course activities
• Scheduled and attended team activities, such as Daily Standups, and Weekly Retrospectives, to ensure that the students were learning smoothly and giving advice and support as necessary
• Used my professional connections to organise digital events for the students, such as online graduations and Weekly/Monthly surgeries (meetings with industry professionals)

Strategic Initiative Lead
ARC Digital

Dec 2021 - Aug 2023 (1 year 9 months)

• Created, itemized, and communicated new and existing company initiatives to both the stakeholders to ensure a clear understanding of the company's goals and initiatives, with the aim of building valuable business relationships and long-term partnerships
• Worked with the marketing team to effectively communicate the organization's goals and initiatives via weekly social media posts to promote long-term improvements to its online brand
• Transformed the company's software engineering courses to a split programme structure to improve student onboarding and retention, and the quality of graduates; and secure business investors, such as the United Nations via their Sustainable Development Goals (SDG) paradigm, and the Nigerian Federal Government via education grants

Digital Content Writer
ARC Digital

Nov 2020 - Aug 2023 (2 years 10 months)

• Worked with the digital marketing team to generate online content material for the company's social media pages
• Worked with the software development team to generate learning curriculums and module materials for the company's software engineering courses

• Worked with the content writing team to generate online articles for the company's digital blog, discussing IT-related ideas that align with the company's goals

System Analyst
Biosec Solutions

Jul 2018 - Nov 2019 (1 year 5 months)
• Worked under my System Analyst supervisor to read through and suggest improvements for BRD and SRS documentation for the company's (and its clients') software
• Generated a user manual for the company's internal Inventory Management System (IMS), utilizing interviews with designers, software developers, project managers, and the system analysis team
• Acted as a pseudo-quality assurance officer over the company's software products, ensuring that they met the company's standard of quality, satisfied user requirements, and had a smooth user experience
• Worked with the project development, software development, and system analysis teams to acquire user requirements for an online shopping platform for a company's client

Digital Marketer
Biosec Solutions

Mar 2018 - Nov 2019 (1 year 9 months)
• Managed the company's social media platforms, working with the marketing, design, and software development team to generate engaging content that showed off the company's offerings
• Initiated and managed digital marketing campaigns for the company's offerings using Google AdWords (Universal App Campaign), and other social media platforms, including Twitter, Facebook (Meta), Instagram, and LinkedIn marketing platforms
• Generated online news articles that highlighted some of the company's achievements, improving its online presence and SEO
• Performed Search Engine Optimization (SEO) tips for the company's website, to improve its findability in search engine indexes which, thus, makes it easier for potential clients to find the company's sites
• Interacted with online social media influencers to organize influencer campaigns for the company's software offerings
• Monetized the company's software products using the Mopub and MobFox advertising platforms, to ensure the products were a source of revenue

Business Information intern
Ferring Pharmaceuticals

Jul 2017 - Nov 2017 (5 months)
• Performed data analysis activities on the company's sales data to generate business reports that were used for strategic business decisions and customer targeting
• Using the company's CRM software, as well as interactions with external data managers, to support the sales force in their marketing and customer targeting activities
• Recreated sales reports algorithm using Microsoft Excel functions, to provide a better understanding of them, as well as enabling replication and customization
• Supported data analysis activities for internal staff, highlighting key data trends and activities to help optimize business planning and activities
• Worked with my supervisors to help incorporate a new sales management system that will improve the activities and efficiency of the company's sales teams

Customer Service Representative

Domino's

May 2016 - Sep 2017 (1 year 5 months)

• Interacted with customers, taking their orders, and handling their complaints, with the support of my team and supervisors

• Handled restocking activities of the pizza boxes and drinks, ensuring their availability for the rapid rush of orders that were the standard of my shifts

• Performed training activities for new Customer Service Relationship (CSR) staff as their senior member, showing them the ropes of the order management system, and how to handle customer complaints

Education

Brunel University London

Bachelor's Degree, Business Computing

Sep 2015 - Jul 2021

A higher education institute that supported the training of numerous students across the world, regardless of race, religion, or social class.

APTECH Computer Education

Advanced Diploma in Software Engineering (ADSE), Computer Software Engineering

Sep 2012 - May 2015

A healthy environment in which Computer software engineering and maintenance were taught at a beginner-intermediate level.

It prepped me with necessary software development knowledge that has served as the foundation of my IT knowledge of today.

Christ The King College, Gwagwalada, Abuja, Nigeria

High School, Liberal Arts and Sciences/Liberal Studies

2006 - 2012

An all-boys institution that facilitates both the spiritual and academic growth of young men through their teenage journey in life as they acquire their Junior and Senior Secondary School education.

I was a social science student who focused on Government, Literature, and Economics, although other topics such as Biology and Christian Religious studies were still actively taught.

Licenses & Certifications

Certificate of Attendance (SOP) - Ferring Pharmaceuticals

Introduction to Personal Branding - Coursera

B.Sc. (Hons) in Business Computing - Brunel University London

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Skills

Research Skills • Strategic Planning • Business Strategy • Business Relationship Management •
Content Writing • Customer Service Management • Business Analysis • Software System Analysis •
Digital Marketing • Business Intelligence (BI)

Honors & Awards

Certificate of Merit - The Most Caring and Generous Student [2011/2012 Academic Session] - Christ the King College, Gwagwalada
Oct 2012
An award for being a very caring and generous student towards other students and staff.

Certificate of Merit - The Chapel Prefect [2011/2012 Academic Session] - Christ the King College, Gwagwalada
Oct 2012
An acknowledgement award for having served as the Chapel Prefect (and Deputy Chapel Prefect) of my graduating set.

Certificate of Merit - The Most Religious Student [2011/2012 Academic Session] - Christ the King College, Gwagwalada
Oct 2012
An award for being the most religious student of my graduating set.