

UMEH MARTINA EKE

Address: 24 Assemblies of God, Off Cbn Estate Wumba Apo, Abuja

Email: ekemartinaumeh@gmail.com **Tel:** +234 809 702 7967

<https://www.linkedin.com/in/eke-martina-a9b712198>

PROFILE INTRODUCTION

As a flexible, dynamic and dedicated employee with outstanding work records, experience and a knack for supporting learning/development, Martina is an upbeat, driven and self-motivated individual with excellent organizational, management, communication, interpersonal and business relationships skills garnered from her pre and post-university experiences.

WORK EXPERIENCE

UMU IGBO UNITE CORPORATION,

Sept 2022-Date

Remote (Atlanta USA).

Position Held: Digital Communication Specialist

Responsibilities:

- Create and publish engaging monthly newsletters, articles, and copies, resulting in a 20% increase in readership and user engagement over a six-month period.
- Coordinate and executed social media activities across platforms, increasing follower count by 25% and driving a 65% rise in user interactions.
- Utilize new and emerging media, including digital and online platforms, to enhance company awareness and brand recognition, contributing to a 25% increase in brand visibility.
- Design graphics for social media and other marketing materials.
- Analyze social media campaigns' effectiveness by generating reports and utilizing dashboards, resulting in a 30% improvement in social media traffic based on insights from Facebook Insights and Google Analytics.
- Coordinate flow of information and communication and disseminate according to plan/strategy for internal initiatives.
- Serve as an alternate for the emergency notification plan

OCULUS PHARMACEUTICALS LIMITED,

Jan 2020-Date

Jabi Abuja.

Position Held: Senior Office Assistant

Responsibilities:

- Manage successfully complex calendars for senior executives, scheduling and coordinating an average of 15 meetings per monthly.
- Order office supplies, prepare and monitor invoices of 1500 units weekly

- Implemented a new electronic filing system, reducing search time by 30% and improving document accessibility.
- Generate reports, submit and reconcile expense reports quarterly.
- Ensure operation of equipment by completing preventive maintenance requirements; calling for repairs; maintaining equipment inventories; evaluating new equipment and techniques.
- Take accurate minutes of meetings

ONLINE REPUTATION MANAGER

Feb2018

Position Held: Beta socials Enterprise

Responsibilities:

- Develop and execute strategies to increase company sales and profits from 20% to 95%
- Oversaw advertising campaigns, like social media, email marketing search engine optimization etc
- Successfully improved the online reputation of a high-profile individual, increasing positive search results by 60% within six months.
- Managed and resolved over 200 numbers of reputation-related crises, mitigating potential damage to clients' online reputations.
- Generated detailed reports and analysis on reputation performance, highlighting key metrics and trends to guide clients in making informed decisions.
- Identify target audiences and engage digital campaigns that can motivate and inform new branding initiatives, marketing the company image throughout the industry.

CAREER OBJECTIVES

To work in a result-oriented and merit- driven environment with opportunities for career development to enhance my professional status and contribute significantly to the continuous attainment of set goals and objectives.

PROFESSIONAL SKILLS

- Search Engine Optimization/Marketing
- Content Creation/Management
- Public Relations
- Copywriting/Editing
- Social Media Marketing
- Email Marketing
- Word press
- Time Management/Communication

ACADEMIC QUALIFICATION

- 2022- **UNIVERSAL SCHOOL OF AVIATION**
Airline ticketing and Reservation
- 2018-2019 **CERTIFICATE OF PROFESSIONAL TRAINING**
Human Resource Management
- 2014-2017** **ABIA STATE UNIVERSITY, UTURU**
Business Management BSc
- 2010-2013 **GOVERNMENT SECONDARY SCHOOL AIRPORT, ABUJA**
West African Senior School Certificate Examination (WASSCE)

SOFTWARE SKILLS

- CANVA
- MICROSOFT OFFICE
- GOOGLE SUITE
- FACEBOOK ADS MANAGER
- HOOTSUITE
- INSHOT
- PLANNOLY

VOLUNTEER EXPERIENCE

(December 2018-date)

Lagos Food Bank

- Provide food for less privileged, underprivileged and people living with disability annually.
- Reached over a thousand people.

(December 2018-date)

The Ije-awele Foundation

Cancer Awareness Foundation

- Create cancer awareness
- taking care of over 40 people diagnosed with cancer, giving hope and courage.

REFERENCES

Available upon request