

JENNIFER NMESOMACHUKWU ANOSIKE

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Summary

Jennifer Anosike is a digital marketing specialist with over 3 years of experience in brand communications, content creation, and social media management. She has a track record of significant achievements, including onboarding 200,000+ merchants and securing 5,000+ downloads for a new e-commerce platform in just 6 months. Jennifer consistently achieved an average ROI of 100% for social media campaigns. Currently serving as a Social Media Manager at DADDY, she also plays a pivotal role in project management for the 'Black Joy' short film. Jennifer holds a degree in Mass Communications from the University of Lagos and has earned certifications in digital marketing and product management basics from Google Digital Skills for Africa and Pendo, respectively. She is passionate about storytelling and creating diverse, impactful content.

Education

Bachelor of Science in Mass Communication

University of Lagos, Nigeria | 2016-2021

CGPA: 4.29/5.0 (Second Class Upper Division)

Relevant Courses: Advertising Copywriting, Media Planning, Communication and Society, etc.

Experience

DADDY | Berlin, Germany

Social Media Manager

10/2022 - Current

- Increased follower engagement and expanded the follower base by 20%
- Improved content reach and impressions by 30% to reach a wider audience
- Enhanced content performance by analyzing, optimizing, and adjusting various content types (videos, images, articles) based on best practices
- Managed and nurtured a community of Black, Indigenous, and people of color (BIPOC) through community-building events, responding to comments and messages, and fostering a highly engaged community
- Implemented a content calendar that resulted in a 30% increase in audience engagement through strategic research, effective brainstorming, and organized content scheduling

Ingenium Comm. | Lagos, Nigeria

Client Service Executive & Brand Strategist

10/2021 - 06/2022

- Developed and executed brand strategies for 10+ clients across various industries
- Onboarded 200,000+ merchants and secured 5,000+ downloads for a new e-commerce platform within 6 months
- Designed scripts for OAP hypes, adapting them for production and distribution among select radio stations to reach our client's target market
- Conducted market research and prepared reports on consumer behavior, trends, and competitors

Mediatek Global Services | Lagos, Nigeria

Media Planner & Strategist (Intern)

11/2019 - 01/2020

- Monitored campaign channels for compliance and quality assurance
- Drafted monthly reports and assisted in vendor selection and negotiation
- Conducted competitor research and generated campaign ideas based on best practices

Certifications

- Google digital marketing certification from Google Digital Skills for Africa
- Product management basics certification, Pendo/Mind the product

Skills

Hard Skills

- Consumer insights
- Event coordination
- Research and analysis

Soft skills:

- Communication
- Relationship building
- Negotiation

Technical Skills

- Social media strategy
- Content creation and copywriting
- Graphic design (Canva)
- Video editing
- Facebook and Instagram ads
- Media planning

Interest

- Lifestyle Blogging
- Digital Marketing
- Voice-Over Artistry