

PHILIP AFAM IJOMAH

Digital Marketing Executive

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Address; Behind Peseli Filling Station, Kabusa, Abuja

PERSONAL PROFILE: I'm results-driven and a highly creative Digital Marketing Specialist with over 5 years of experience in designing and implementing successful online marketing campaigns. I'm passionate about leveraging the power of digital platforms and AI to drive brand visibility, engage audiences, and boost conversions. I possess a strong track record of devising innovative strategies that have led to significant revenue growth and brand recognition.

OBJECTIVE: To contribute positively to achieving organizational goals and to enhance my knowledge and capabilities by working in a dynamic firm or organization that prides itself in giving responsibilities to new talents

PERSONAL DATA:

Date of Birth: 5th April 1993

State of Origin: Rivers state

Local Government Area: Ogba/Egbema/Ndoni

Sex: Male

Spoken Languages: English, Igbo & Hausa

WORKING EXPERIENCE:

- LOUIS VALENTINO PRIXAIR GROUP (2022 - Present)

Digital Marketer/Brand Communications Officer:

- I developed Digital marketing Campaigns and strategies that includes email marketing, google advertising, social media marketing with allocated budget for all digital platforms including facebook, Instagram, Google, LinkedIn and twitter,
- I Developed video contents, graphic designs, scripts and copies for Digital platforms as blog posts and social media contents.
- I revamped the brand's identity and look online by creating quality contents like graphic designs, videos, animations and photos using a content calendar I developed,
- I increased the monthly ROI of the businesses I managed Digitally and attended to customer enquiries and online orders.

The Businesses I handled are Prixair Hotel, Prixair Buka ,Prixair Media, Eko Bistro and Co Managed Louis Valentino

- MONTAGE MEDIA GROUP (2021 - 2022)

Content Creator:

- I developed scripts for video shoots and voice overs and mood boards for graphic designs
- I edited videos, animation, motion graphics and designed graphics for content purposes that promoted the brand, increased visibility and increased return on investments.
- I managed the social media accounts across all platforms including facebook, twitter, tiktok, and youtube

- I Wrote, reviewed, edited, and updated content for company websites, blogs, marketing materials, and similar platforms

- **NEO CONTINENTAL COMPANY LTD (2020 - 2022)**

- **Digital Marketer/Media Manager:**

- I managed the company's social media online presence, developed and implemented all digital marketing strategies that includes email marketing, google advertising, social media marketing and targeted content design for various media platforms

- I created video contents and graphics contents for digital adverts purposes on all social media platforms which increased ROI and the brand's visibility

- I engaged fully in copywriting and content writing for promotional purposes, wrote, edited, designed flyers, banners, logos and proofread all media contents.

- I oversaw the activities of other creatives and team members and did performance review for the team member

- KINGSTAR GROUP OF COMPANIES (2015- 2017)

Content Creator:

- I promoted the company's brand online by creating promotional contents in form of graphics and videos for social media, I designed brochures, wedding cards, logos, labels for prints.
 - I supervised the assessment of all graphics materials in order to ensure quality and accuracy of design
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INSTITUTIONS ATTENDED WITH DATES

- Adieze Brains Primary and Secondary school - 2005 - 2010
 - Nasarawa state Polytechnic - 2013 - 2015
 - Kaduna Polytechnic - 2017-2019
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QUALIFICATIONS OBTAINED WITH DATE

- First school leaving Certificate - 2004
 - West African Senior School Certificate - 2010
 - National Diploma in Business Administration and Management - 2015
 - Higher National Diploma in Purchasing and Supply Management - 2019
 - Certificate of National Service - 2020
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TRAININGS ATTENDED - Standard Computer School (Diploma) 2016-2017

- Novelle Training Centre (Project Management) 2019
 - Novelle Training Centre (Quality Management) 2019
 - Google Digital Skills for Africa (Digital Marketing) 2020
 - Alison Academy (Social Media Marketing) 2020
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SKILLS

- Proficient in Microsoft Packages (MS word, MS Excel, MS Power point, and MS Office)
 - Proficient in Adobe Software (Photoshop, Illustrator, After effects, Capcut, Canva and Premiere Pro)
 - Good Communication Skills
 - Good Content and Copywriting Skills
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REFEREES:

Mr Leo Akuwudike: 08027640334 Mrs Angela Ijomah: 08036532949