

# Orji Kamdilichukwu Miracle

Digital Marketer and  
Content Creator

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## EDUCATION

**B.Sc**, University Of Nigeria  
2023.

## TECHNICAL SKILLS

- Data Analytics
- SEO
- PPC Advertising
- Social Media Management
- Email Marketing
- Content Management Systems
- Marketing Automation
- Basic HTML and CSS
- Content Strategy
- Content Creation Tool(Canva)
- Video Editing

## SUMMARY

I am an entry-level professional with a strong passion for digital marketing and content creation. As a motivated and adaptable team member, I bring a fresh perspective and a dedication to learning and growth. While my direct industry experience is limited due to my entry-level status, I possess a solid foundation in digital marketing strategies, content creation tools, and data analysis. I am excited to collaborate, contribute, and build upon this foundation to deliver innovative solutions and drive results for the team and our clients.

## WORK EXPERIENCE

### Digital Marketing and Content Creation Intern

April 2022 - June 2023  
Side Hustle, Nigeria

Assisted in creating engaging and relevant content for various digital platforms, including blog posts, social media, and email campaigns.

Contributed to managing and scheduling social media posts, responding to user engagement, and analyzing performance metrics.

Assisted in optimizing content for search engines through keyword research, on-page optimization, and link-building efforts.

### Digital Marketing Intern

June 2022 - July 2022  
Indian Institute of Digital Education, India.

Wrote copies for social media.

Worked with the video production team to produce reels for socials.

Wrote long-form content for the website.

Created scripts for YouTube videos.

### Brand Ambassador

July 2022 - August,  
2023  
Side Hustle, Nigeria

Served as the face and voice of the brand, embodying its values and messaging in interactions with the public, customers, and online communities.

Fostered connections with potential customers through social media, events, and other channels, effectively communicating the brand's story and offerings.

Developed a deep understanding of the brand's products or services, enabling me to provide accurate information and answer customer inquiries.

Generated content, such as social media posts, blog articles, and videos, that aligned with the brand's image and resonate with its target audience.

## CERTIFICATION

**Social Media Manager (Contract)** April, 2022 - Jan, 2023  
Jachitech, Umuahia

University of California, Davis: The strategy of content marketing

Used social media marketing tools to create and maintain the company's brand.

University of London: Brand management

Developed social media marketing campaigns.

Digital marketing institute: Social media and social content strategy

Analyzed the company's digital marketing plan and social media strategy and identified strategic weaknesses and made recommendations for improvements.

Hubspot: Inbound marketing

Meta: Introduction to social media marketing

Managed, developed and oversaw social media strategy, content and calendar.

Meta: Fundamentals of social media advertising

Oversaw the company's Facebook and Instagram pages

Meta: Social media management

**Content Creator (Part-time)** Aug 2022 - December 2022.

Meta: Advertising with Meta

Pixxis Agency, Lagos

Meta: Measure and Optimize social media marketing campaigns

Generated creative and relevant ideas for content across various platforms, aligning with the brand's voice, goals, and target audience.

Side hustle internship certificate: Digital marketing and content creation

Produced high-quality written, visual, or multimedia content, such as articles and social media posts, ensuring they are engaging and informative.

AptLearn certificate of program completion: Introduction to Digital marketing

Conducted thorough research to ensure the accuracy and credibility of information, as well as curated external content that adds value to the audience.

Lectera certification: Communications guru. A guide to affecting people.

Lectera certification: Instagram sales

Applied SEO principles to increase content visibility and reach, optimizing headlines, meta descriptions, and keywords to improve search engine rankings.

Jobberman soft-skill certification

Coursera project network: Create and design digital products using canva

**Digital Marketing Manager** September 2022 - August 2023

Coursera project network: SEO traffic with WordPress

Craigia Network, Nigeria

Coursera project network: use MailChimp to build a successful email campaign

Formulated a comprehensive digital marketing strategy aligned with business goals, encompassing various channels such as social media, email, SEO, and paid advertising.

Lead and guided a team of digital marketers, assigned tasks, provided direction, and fostered collaboration to execute campaigns effectively.

Coursera project network: Organic marketing: Facebook groups for small businesses

Oversaw the end-to-end execution of digital marketing campaigns, including content creation, ad placement, email marketing, and social media engagement.

IIDE: Search Engine Optimization

IIDE: Digital marketing fundamentals masterclass

Monitored and analyzed campaign performance using data from analytics tools, making data-driven decisions to optimize strategies for improved results.

IIDE: Seo simplified masterclass

IIDE: Pinterest marketing masterclass

Managed digital marketing budgets, and allocated resources effectively to achieve maximum ROI across different campaigns and initiatives.

IIDE: How to make money via blogging masterclass

ALX: Virtual assistant training.

### **Social Media Manager**

June 2023 -

PRESENT

Tames Place, Enugu

Created and implemented a cohesive social media strategy aligned with the brand's goals and target audience, encompassing content themes, posting schedules, and engagement tactics.

## **LANGUAGES**

Igbo - Native

Produced original and engaging content, as well as curated relevant content from various sources, maintaining a consistent and appealing brand image.

English - Expert

Fostered meaningful interactions with the audience through comments, replies, and discussions, building a strong online community and enhancing brand loyalty.

Monitored social media performance metrics, analyzed data to assess the effectiveness of campaigns, and provided regular reports with actionable insights for improvement.

## **LEADERSHIP EXPERIENCE**

**Public relations officer, SCSN UNN September 2019 - August 2021.**

Created social media accounts for the association.

Organized an excursion trip for members of the association.

Wrote and shared notices for Congresses.

Maintained the image of the association.

**House of Representatives, Napss UNN. October 2021 - December 2022**

Ensured effective representation for students in my department.

Chaired the committee on petitions and privileges.