

[Chukwu Princess Ijeoma]

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PROFILE SUMMARY

I am a result oriented digital marketing Specialist with the ability to drive brand awareness and revenue growth using proven digital marketing strategies, tactics and tools to target your customer and drive traffic to your business.

I am confident in accepting challenges, resourceful, meticulous, detailed, proactive, energetic and hardworking individual seeking to utilize and develop my skills and experience in digital marketing to contribute to your organization's growth. I am committed and enthusiastic in solving complex problem with creative thinking.

I am passionate about digital marketing, able to implement advanced strategies to convert your site visitors to new, returning and referral customers at the lowest cost possible with the ability to engage your customers to advocate your brand. Knowledgeable on integrating traditional marketing with digital marketing to maximize results.

AREA OF EXPERTISE – DEMONSTRATED SKILLS

Strategy Formulation: Skilled at developing result oriented digital marketing strategy as evidence in during my course at the Digital Marketing Skill Institute. I developed a cost effective digital marketing strategy for an Insurance Company.

Social Media Tools: Able to use cost effective and smart social media tools to manage, monitor and optimize social media engagement to drive off the chart result as practiced during my course at the Digital Marketing Skill Institute using tools like Hootsuite, Snip.ly and many more.

Social Media Ads: Can run effective social media ads and effectively target your exact target audience on various social media as implemented in my project at the Digital Marketing Skill Institute.

Customer Avatar and Research: Able determine your customer avatar as this is the most important part of digital marketing – understanding who your targets are and when, where and how to target them to get results. Can run customer research using Alexa, SimilarWeb, Google AdWords and many other tools as trained and tested in the Digital Marketing Skill Institute.

Landing Page: Able to develop high converting landing pages using tools like Instapage to drive conversion and generate leads as implemented during my course at the Digital Marketing Skill Institute.

PROJECT ACCOMPLISHMENTS

I successfully created an Advert on facebook and Instagram

INTERPERSONAL SKILL

Good Problem Solving – Able to use analytics to provide customer focused marketing solutions by measuring key performance indicators to draw our innovative solutions for implementation. I was able to solve a class challenge on how to target Potential Customers for my Page

Excellent Communication Skill – able to motivate others and generate a positive attitude to setting up new procedures. I have worked, schooled and lived with people from different backgrounds and age, through this I have learnt to adapt to suit different audiences. Competent in report writing and presentation delivery, evident in work and educational experiences.

CERTIFICATIONS

April 2022 Digital Marketing Skills | Digital Marketing Professional Certified

Digital Marketing Fundamentals I learnt the fundamental principles that are required for any digital marketing success. I also learnt the power of applying digital marketing concepts across the marketing function in any business – integrating traditional and digital marketing strategies to maximize result.

*Digital Marketing Skill Certified as a Professional Digital Marketer
Social Media Management
Social Media Advertising*

March 2022 Digital Marketing Skills | Goggle Digital Onboarder Certified

I learnt how to Register businesses on Goggle to Increase visibility on Goggle when people search for businesses that are related.

WORK EXPERIENCE

November 2017-December 2018 Audit Trainee, Ezechukwu Nwaiwu and Co. Chartered Accountants Enugu

*Filling of clients Tax Returns
Filling of Annual Returns for Clients
Embarking on field Audit work
Preparing of financial report*

EXTRA CURRICULAR ACTIVITIES

2022 Goggle my Business Day (GMB)| Awareness Program for Goggle my Business

- I Embarked on an urban and rural sensitization in the various schools, markets and parks in Enugu, educating them on the need to register their business on Goggle my Business App to increase Visibility

· I Registered various Businesses on Goggle my Business

ACADEMIC QUALIFICATION

2015-2017 Institute of Management and Technology (IMT) Enugu | OND In Accounting

2018-2020 Institute of Management and Technology (IMT) Enugu | HND In Accounting

2023 Digital Marketing Institute (DMSI) | Social Media Management and Advertising Specialist

INTEREST

1. Sport: Volley Ball
2. Learning and practicing digital marketing strategies
3. Reading and Writing
4. Travelling and meeting new people
5. Electronic and computing gadgets

REFEREES

Available on request