



Chinedu Samuel Obilonu

Date of birth: 11/10/1994 | **Nationality:** Nigerian (Nigeria) | **Gender:** Male |

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Address: 5, Glorious Hope Avenue, Ori Okuta Estate, Ikorodu, 194210, Lagos, Nigeria (Home)

About me:

A highly motivated, committed, and enthusiastic individual with strong interpersonal skills. An "introverted" extrovert in nature with a strong eye for detail as well as a sound work ethic. Driven by success and ambition, a good team player, and a lover of all things that grow.

My motto is, "if it can be done, it can be done by me".

WORK EXPERIENCE

06/2021 – 04/2023 Lagos, Nigeria

DIGITAL MEDIA EXECUTIVE DARAJU INDUSTRIES

- Oversees the operational and management of all the media related affair of the company.
- Oversees all company social media accounts management.
- Support Director and Senior Manager to develop overall digital performance and integrated media strategy.
- Develops engaging, creative, innovative content for regularly scheduled posts, which enlighten audiences and promote brand-focused messages
- Collaborating with Videographers and Multimedia Designers to ensure that posts are engaging.
- Monitoring social media metrics and ROI.
- Monitoring users' engagement with and feedback on every post.
- Maintaining a secure database of all login credentials.
- Interviews, hires, and trains social media team members.
- Coordinates social media messaging with advertising departments, brand managers, and quarterly or seasonal company goals.
- Audits and analyses social media presences, including digital advertising costs and returns.
- End to end integrated media planning and implementation across Digital and Offline media.
- Activation and Optimization of day-to-day digital performance work (i.e., Paid Search, Social, Programmatic Display).
- Create awareness of and develop all company brands via digital media.
- Help with marketing plans, advertising, direct marketing and campaigns.
- Work closely with in-house or external creative agencies to design marketing materials such as brochures and adverts.
- Write and proofread marketing copy for both online and print campaigns.
- Source and secure sponsorship, as well as billing and finance of them.
- Liaise with designers and printers and organise photo shoots.
- Arrange the effective distribution of marketing materials.
- Conduct market research, for example using customer questionnaires and focus groups.

Business or Sector Manufacturing | **Department** Marketing |

Address 159/161, Block 'F' Ladipo Street, Mushin, Lagos, Nigeria | **Website** www.daraju.com

11/2021 – 02/2022 Nigeria, Nigeria

CONTENT CREATOR 774NGR

- Draft stories for publication
- Copying, editing and writing contents on the [774ngr](http://774ngr.com) website
- Completing writing projects, meeting deadlines and following content requirements in terms of style and project specifications.
- Helping create style-guides or suggesting changes to ensure content is consistent.
- Conducting research on any given topic.

- Drive traffic on the site with social media handles.
- Any other task required by the editor.

Business or Sector Information and communication | **Department** Editorial |

Address 16, Tokunbo Macaulay Street, Lagos, Nigeria

12/2019 – 11/2021 Lagos, Nigeria

ADMIN AND I.T OFFICER NOELA500 HOLIDAYS - TRAVEL COMPANY

- Installing and configuring computer hardware, software, systems, networks, printers, and scanners.
- Monitoring and maintaining computer systems and networks.
- Responding promptly to service issues and requests.
- Providing technical support across the company (this may be in person or over the phone).
- Setting up account for new users..
- Testing new technology.
- Possibly training junior staff on the network of the job.
- Answering incoming calls; taking messages and re-directing calls as required.
- Dealing with e-mail inquiries.
- Organizing and vetting of documentation for staff and customers.
- Arranging both internal and external events.
- Managing the companies social media account.

Business or Sector Other service activities | **Department** IT Unit | **Address** Ikeja, Lagos, Nigeria

05/2016 – 2017 Lagos, Nigeria

ASSISTANCE MANAGER BETA LINKS COMPUTER CENTER

- Implementing business goals and manage given aspects of a computer center that specialize in rendering various computer related services like typesetting, printing & photocopying, graphic designing etc.
- Handling of funds from services rendered and compiling of sales catalogue at the end of each day.
- Overseeing the computer appreciation training center for young and adults.

Business or Sector Information and communication | **Department** IT Unit | **Address** Ikorodu, Lagos, Nigeria

● EDUCATION AND TRAINING

01/01/2017 – 02/03/2020 Lagos, Nigeria

HIGHER NATIONAL DIPLOMA Yaba College of Technology

Address Yaba College of Technology, Herbert Macaulay Road, Opposite WAEC office, Yaba, Lagos, Nigeria |

Website Yabatech.edu.ng | **Field of study** Civil Engineering | **Final grade** Higher Credit

28/02/2014 – 02/02/2016 Lagos, Nigeria

ORDINARY NATIONAL DIPLOMA Yaba College of Technology

Address Yaba College of Technology, Herbert Macaulay Road, Opposite WAEC, Yaba, Lagos, Nigeria |

Website Yabatech.edu.ng | **Field of study** Civil Engineering | **Final grade** Lower Credit |

Level in EQF EQF level 2

01/09/2020 – 06/10/2020

FUNDAMENTALS OF DIGITAL MARKETING Google Digital Skills For Africa

01/12/2021 – 09/12/2021

INBOUND METHODOLOGY Hubspot Academy

15/02/2021 – 21/02/2021

BASIC LEADERSHIP AND CHARACTER DEVELOPMENT Citizenship And leadership training Centre

● DIGITAL SKILLS

Written and Verbal skills | Organizational and planning skills | Motivated | Analytical skills | Good listener and communicator | Decision-making | Presenting | Reliability | Team-work oriented | Strategic Planning | Creativity | Conflict resolution | Gmail | Critical thinking | Responsibility | Detail-Oriented | Research and analytical skills | Flexibility | Excellent writing and verbal communication skills | Good time management | Teamwork | leadership | Ability to Work Under Pressure | Problem-solving | Excellent organizational planning and solving problems in short time | Empathic listener | Good at being proactive and efficient in high stress situations | Efficient multi-tasking | Presentation and negotiation skills | positive thinking

● LANGUAGE SKILLS

Mother tongue(s): **IGBO**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● ADDITIONAL INFORMATION

ORGANISATIONAL SKILLS

Professional Skills

- Strategic Content Planning
- Content Creation
- User Experience Design
- Audio-Visual Marketing
- Search Engine Optimization (SEO) & Search Engine Marketing (SEM)
- Strategic Thinking
- Data Analysis
- An eye for good copy
- UX (User Experience) and CX (Customer Experience)
- Customer relationship management (CRM) and retention Marketing
- Basic Design Skills