

Chimuanya Udeoza

Lagos • 08142825257 • chimuanyaudeoza29@gmail.com • linkedin.com/in/http:

Digital Communications & Marketing Strategist

I am an experienced professional with 3 years in Marketing, Strategy, and Administration. Skilled in digital communications, brand management, and marketing strategy. I have demonstrated success in increasing brand visibility and engagement with proficiency in community management and campaign tracking.

WORK EXPERIENCE

Kimberly Ryan Limited, Lagos Nigeria

08/2022 – Present

Kimberly Ryan is a dynamic and innovative company committed to delivering high-quality HR solutions to meet the evolving needs of their customers.

Digital Communications Executive • Full-time

Victoria Island, Lagos

- Developed and implemented comprehensive digital marketing strategies that resulted in website traffic increase and growth in lead generation.
- Managed social media accounts, created engaging content, and implemented community management strategies, leading to an increase in general brand engagement.
- Streamlined marketing processes by implementing innovative strategies, significantly improving team productivity and ensuring timely project delivery.
- Stayed updated with the latest industry trends, tools, and best practices to enhance the company's digital marketing efforts.
- Coordinated and executed marketing events and webinars, boosting brand engagement and generating new leads through targeted outreach.
- Increased brand awareness by 30% within 6 months through targeted marketing campaigns and strategic community engagement.
- Developed engaging content and scripts for shows on Kracada TV (YouTube channel); wrote newsletters and published articles; coordinated all in-house and outdoor video shoots.

Strategy and Communications Intern • Internship

Victoria Island, Lagos

Led the development and execution of strategic marketing initiatives to drive brand growth and customer engagement.

- Assisted in the development and execution of communication strategies to promote service.
- Created engaging social media content and managed social media accounts, increasing brand visibility and user engagement by 25%.
- Conducted market research and competitor analysis to identify new opportunities for growth.
- Contributed to the drafting of press releases, newsletters, and other promotional materials.
- Collaborated with the marketing team on various projects, ensuring consistency in Brand messaging.

Eudog Associates

12/2021 – 08/2022

Brand and Communications Assistant • Internship

Lagos Island

- Assisted in the development and execution of marketing campaigns to enhance brand visibility and increase customer engagement.
- Contributed to market research efforts, analyzing competitor strategies and customer feedback to identify new brand opportunities.
- Assisted in organizing and promoting company events to improve brand awareness and foster relationships with stakeholders.
- Conducted research on industry trends, market demographics, and customer preferences to assist in the development of marketing strategies.

- Supported the tracking and analysis of campaign performance metrics to evaluate the success of marketing initiatives.

Warenext Lagos, Nigeria

09/2021 – 11/2021

TeleSales Representative • Internship

Lagos, Nigeria

- Successfully made outbound calls to potential clients to convince and bring them onboard.
- Built and maintained strong relationships with customers through follow-up calls and personalized communication, leading to a high customer retention rate.
- Utilized CRM software to track leads, update customer information, manage sales pipelines efficiently.
- Participated in regular sales training sessions to enhance product knowledge.
- Consistently met sales targets, resulting in an increase in company revenue.

City FM Ikeja, Lagos

06/2019 – 10/2019

Broadcasting Intern • Part-time

Ikeja, Lagos

- Assisted with radio show preparation, researching topics, and developing compelling content.
- Operated audio equipment during live broadcasts and ensured smooth transitions between segments.
- Conducted interviews with guests and listeners, fostering positive and interactive sessions.
- Attended marketing classes, composed news stories, developed leads and constructed headlines.

EDUCATION

B.Sc Mass Communication in Mass Communication

Babcock University • GPA: Second class upper

Ikenne, Ogun State

CERTIFICATIONS

Digital Marketing Strategy and Planning

09/2024 – 11/2024

Piston & Fusion Business Academy

Foundations of Digital Marketing and E-commerce

03/2024 – 07/2024

Google

VOLUNTEERING & LEADERSHIP

Blue skills Lagos

05/2020 – 06/2020

Sales Manager

Led a team of 10 sales representatives, providing guidance, training, and performance evaluations to drive individual and team success. Conducted sales meetings and training sessions to enhance the team's product knowledge, negotiation skills, and customer-centric approach. Analyzed market trends and customer feedback to identify new business opportunities and stay ahead of the competition.

SKILLS

B2B Marketing, SEO Optimization, Google Analytics, SEM Management, Email Marketing, Social media marketing, Brand Strategy, Collaboration & Teamwork, Communication, Creative Thinking, Excel, Leadership, Managerial, Microsoft Word, PowerPoint, Presentation, Research, Script writing