**NELSON NWANDU C. [RESUME]**

* **Name:** Nelson Nwandu
* **Sex:** Male **DOB:** 26:04:80 **State of Origin:** Anambra **LGA:** Njikoka
* **Marital Status:** Married **Religion:** Christianity
* **Contact:** 27, Aina Falege Str., Agiliti Est, Mile 12, Lagos
* **Email:** cnnwandu@gmail.com **Phone:** +234 809 490 0450

**MY WORK EXPERIENCE**

**1. National Youth Service Corps [NYSC] 2000**

**Nigerian Customs Service, North Bank, Markurdi, Benue State.**

**Duties**

* 🙎Handling of office documents including files and records
* 🙎 Writing of official letters, internal publications and memos etc.
* 🙎Any official duty assigned by the Admin Officer or State Comptroller.

**2. Focal Supervisor [Makurdi] 2001 [Contract]**

**Rothmans Nigeria [now British American Tobacco BAT]**

**Duties**

* 🙎I was responsible for recruitment, training and supervision of a team of 50 field data collectors and 5 Supervisors during Rothmans Customer Field Research to determine cigarettes sellers and smokers across cities of Nigeria. During this project, I liaised with Rothmans Sales Rep in Markurdi who provideed training and financial logistics, while I was responsible for training solutions using materials provided by Rothmans.
* 🙎I was responsible for collation, entry, packaging and shipping of data collected by field data collected to Rothmans Lagos office for tranfer into Rothmans central databases.
* 🙎I was responsible for managing all field personnel, including payment disbursements of data collectors in Markurdi city.
* 🙎I reported directly to Lagos-based Regional Poject Manager.
* 🙎Upon completion of the contract project, I was on ground at Rothmans Lagos central database centre for ensuring that data was properly sorted out, recorded and imput into central server by data analysts.
* **🙎ACHIEVEMENT:** I was among the first Focal Supervisors to successfully complete and submit data of cigarette traders and smokers in Markurdi city adjudged as error free and with 95% accuracy rating. I completed the project before the official stipulated timeline and recieved commendations and placement on 'waiting list' for full employment.

**3. Content Specialist: 2001 - 2015 [Full-time]**

**Ogeney Entertainment Ltd Victoria Island Lagos**

**Duties**

* **🎞 CONTENT ACQUISITION:** I was responsible for acquisition of video content for a Video On Demand platform **https://ogenetv.com** [defunct]
* **💻VIDEO EDITING:** Editing and uploading of videos to the VOD platforms was part of my everyday duties, as well as managing the Internet VOD site.
* **🆔GRAPHICS DESIGNS:** I was responsible forsupervising graphics design team who designed digital posters for the Internet TV platform.
* **📹VIDEOGRAPHY:** I've worked on scriptwriting, videography and editing. I created video ads, documentaries etc with the in-house creative studios.
* **📝BUSINESS DOCUMENTS:** I was responsible for design of proposals, presentations, drafting of acquisition contracts and strategy documents.
* **📢DIGITAL MARKETING:** I created content to promote the VOD platform using digital marketing tools like keyword research, creation of in-bound and out-bound links to attract subscribers and rank on search engines.
* **📣Social Media Marketing:** I promoted the site on social media platforms: **Facebook, Instagram, Twitter, LinkedIn** to attract subscribers etc.
* **📨E-mail Marketing**: I created customers email list for marketing, as well as landing page, using email marketing tools, **Constant Contact.**
* **📰BLOGRAPHY:** I created valuable articles, videos, and graphics on the video streaming site, thereby helping to attract subscribers. I grew the new VOD site's online presence, by helped it rank on search engines via blogging and SMM.

**3. Digital Marketer & Content Creator: 2015 - 2023 [Full-time]**

**Nellywood Concepts Ltd Surulere, Lagos**

**Duties**

* **📰BLOGRAPHY:** I wrote valuable articles on diverse topics for Ikeanumba ezine, See link 👉https://ikeanumbamedia.com/author/nelson-nwandu/
* **📣SOCIAL MEDIA MARKETING:** I managed **👉https://KampusStars.com** website and social media accounts **Facebook, Instagram, TikTok**. It's a musical reality show by **Content Warehouse Ltd** in partnership with **Lagos State Government's Ministry of Tourism.** My strategy helped the brand to reach a combine social media reach of 13,000+ in under two month, while 1,030 candidates registered. Facebook Groups **@NollywoodHangout 3,000 members,** @**VigilantCitizensForum** approx **300,** plus **4,300+ Facebook friends,** who are your potential customers. **Facebook Pages I manage: @kampusstars, @Ogenetv, @nellysmedia** etc.
* **✍️ COPYWRITING:** I wrote all the website and social media copies for social media ad campaigns and posts made for **@KampusStars on Facebook, Instagram & TikTok.**
* **YOUTUBE:** I've created and managed **https://youtube.com/Nellynwandu** - a personal YouTube channel I grew to 23,000+ viewership with 3,200+ subscribers, thereby fully demonstrating knowledge of how to***create, optimize, and successfully monetize*** YouTube channels, via ***YouTube SEO:*** ***keyword research, video transcoding; channel and video descriptions, thumbnails, timestamp, playlist creations, and Analytics*** *etc.*
* **📽 VIDEOGRAPHY:** I'm experienced in all aspects of video production like ***scripting, shooting, editing, colour grading, audio and motion graphics***. I've worked on ***product videos, corporate and culture videos*** in the past for corporate and SME clients.
* **📷 PHOTOGRAPHY:** I started off as a hobbyist photographer, but have acquired skills for shooting high ress photos that had been used for marketing of client's brands online and offline. I've shot fashion models on projects like ***GTCO Fashion Week****,* ***Fashionista Modelling Contest,******Zeche Fashion Collection etc. I have a t*op-of-the-range DSLR cameras.**
* **🎙 AUDIOGRAPHY:** I also record, edit and stream high quality audios and podcasts for clients as a personal or corporate marketing strategy.
* **🆔GRAPHICS DESIGNS:** Design is a hobby that became a handy skill while managing **Kampus Stars Musical Reality Show**, as I was required to create ***corporate invite letters, marketing catalogs, and banners*** for pre-unveiling marketing and for public unveiling of the project. I also created ***flyers, letterhead, marketing catalogs, social media graphics and posts***. Some could be found **Facebook: 👉@Kampusstars, Instagram:** 👉**@Kampus.stars and TikTok 👉@KampusStars.**
* **🌐WEB DESIGN:** I design and manage WordPress sites on as needed basis for clients. See samples 👉**https://KampusStars.com** 👉**https://contentwarehousetv.com;** and 👉**https://idozicollective.com;** as well as 👉**https://theexplicithome.com** etc.

**🏛 MY EDUCATION**

**Urunnebo Community Primary School Enugwu Ukwu [1980-1985]**

**🏆Qualification:** FSLC

**St. Patrick's Secondary School Emene, Enugu [1984-1989]**

**🏆Qualification:** SSCE [WAEC]

**University of Ibadan [1994-1999]**

**🏆Qualification:** BA [HONS] Theatre Arts

**🥇 MY CERTIFICATIONS**

**2015/23: Digital Marketing Certification**

* 🏛️University of California at Davis [virtual]
* 💻 Google Digital Skills for Africa [virtual]

**2016: Adobe Professional Masterclass**

* 💻 Kayshow Communications, Lagos

**2017: From Script to Screen Masterclass**

* 🏛️School of Media and Communication - Pan Atlantic University

**2001: Microsoft Certified Windows Specialist**

* 🏛️NIIT Computer Training Institute, Lagos [Physical]

**🤹 MY ABILITIES SUMMARY**

**1. 🆔Graphics Designs:**

* **Brand Identity Designs:** I creat*e* ***logos, ID Cards, letterheads, callcards, and marketing materials like flyers, catalogs, stickers, banners, product labels, e-books, e-zines, presentations, infographics, icons*** among others.

**2. Videography • Audiography • Photography**

* **📹 Videography:** I create professional-looking **product videos, event videos, culture and Wedding videos** etc. I also edit, transcode and transcribe video to audio and text.
* **📷 Photography:** I'm a hobbyist photographer, but has grown my craft to shoot professional-looking **adverts, products, fashions, and corporate photos.** And I have **experience working with models.**
* **🎙 Audiography:** I record, edit, modify, mix, transcode] audios, podcasts, voice-over, jingles and transcription of video to audio.

**3. 📢Digital Marketing:**

* I'm competent in using **digital marketing tools** to improve your brand's online visibility. I will execute strategies that will help your brand rank on search engines, by creating valuable content to guide buyer's journey from awareness to purchase stage. Strategies I use include:
* **📣Social Media Marketing:** My knowledge with experience using **Facebook, Twitter, Instagram, Pinterest, Snapchat, LinkedIn** for brand marketing helps ***attract prospects, build reputation and visibility and spurs followers to like, comment and share*** brand's content. I will help your brand tap into **User Generated Content UGC** ecosystem to deepen the bond between your brand and your customers, since this strategy can **turn customers to brand advocates and ambassadors.**
* **📣Social Media Marketing Tools:** **Hootsuite, Buffer, Sprout Social, TweetDeck** or other ***scheduling, listening and social media management tools*** *helps me* in building a robust social marketing strategy that will help your brand beat competitors in the race for eyeballs, authority and ranking. My background with videos is handy in managing video-centric platforms like **YouTube** and **TikTok** to spread brand message, deepen engagements and organically grow any brand.
* **🛍Affiliate Marketing:** for a brand seeking massive sales of it's physical or digital products, I can help in the deployment of a functional affiliate system on your site or integrate in existing affiliate platforms, making your brand available to affiliates with huge followers to market your brand on a pre-agreed commission.
* **🔎SEO:** I perform SEO using **Ahrefs, Answer the Public, Google Trends etc** to uncover popular search queries in target keywords, and use the information to create ***sticky content: such as* articles, videos, images and graphics,** to attract, engage, and build a **'L❤️OVEBOND' *between a brand and her* customers**, because I know that **people only buy the brand they L❤VE️**. Using in-bound and out-bound links, I can grow a brand's authority and rank on search. Studying **Analytics** will helps in my winning strategy.
* **🔎SEM:** Executing a PPC ad campaign using Google AdWords is another method I use to help site's ranking, and also attract and convert new prospects into customers.
* **🛒E-commerce Marketing:** A brand that have a physical or digital products may do great online by settting up an e-shop using **Shopify, WooCommerce** or **Flutterwave** if none exists, and I can set up and manage this. The will help discovery of your product by target prospect a breeze. E-shop can now be promoted via social media and blog.
* **📱Mobile Marketing:** ad placement on mobile apps, sms marketing and short code messaging are still relevant digital marketing strategies for targeting mobile first or mobile only prospects which I can easily execute using online ad platforms.
* **📰Blography:** Blogging is an excellent content marketing strategy used by top brands to organically grow their presence online. My experience managing blogs/sites on **WordPress,** **Blogger**, and my **content creation** and **copywriting** skills will assist in creating keyword-enabled blogs with relevant title tags, and SEO strategies to help your brand rank on search engines, and achieve phenomenal success online.
* **📧E-mail Marketing:** E-mail marketing remains a key digital marketing tools for building a loyal customer base. I can setup a sales funnel complete with a landing page, build email list, and create attractive newsletter for your brand using MailChimp or a hundred other email marketing tools out there.

**🛠 TOOLS I WORK WITH**

I have **intermediate to advanced level user experience** of tools listed below:

**A. Creative Design Tools**

* Canva
* CorelDraw
* Adobe Creative Suite: Premiere Pro, Photoshop, Audition, InDesign, LightRoom etc.
* Final Cut Pro
* DaVinci Resolve
* iMovie
* Other audiovisual creative tools
* I use 💻**Windows** or 💻**Mac** Systems

**B. Digital Marketing Tools**

* Ahrefs.com
* Answer the Public
* Grammerly
* Superseo
* Google: SEO Console; Analytics, Keyword Planner, Trends, G-Drive, G-Suite, AdWords etc.
* MOZ
* Semrush
* Hootsuite, Buffer, Sprout Social etc.
* MailChimp, Constant Contact etc.
* TweetDeck
* And many others

**🏂MY HOBBIES & INTERESTS🚴**

* **Intellectual: 📖**Reading ✍️Writing 🕵️Researching 🎨Creating 🤯 Brainstorming
* **Physical:**🚶Walking🏃Jogging🏊Swimming💃Dancing ✈️Travelling to places
* **Past time: 📺**Watching movies 🎼Listening to music 🖌 Designing 🏞 Watching nature
* **Interests:💠**Transmedia-Storytelling🏁Culture💻Tech🌻Farming 👽The Supernatural

**🛠 MY REQUIRED JOB TYPES**

🤓 Remote 🤩 Part-time 😀Freelance 🧐 Full-time [preferably hybrid]

**🛠 MY REQUIRED JOB DESCRIPTIONS**

📢Digital Marketer [or any listed Digital Marketing job below]

* Social Media Manager
* E-commerce Manager
* Affiliate Marketing Specialist
* Writer 🚀SEO Manager 🚀SEO Specialist

✍️Writer [or any listed Writing job below]

* Copywriter
* Screenwriter
* Article Writer
* Book Writer
* Blog Writer🧔 Blog Manager

👲Content Specialist [or any listed Content Creation job below]

* Video Creator
* Video Editor
* Videographer
* Photographer
* Content Creator
* Graphics Designer
* Internet TV Manager
* 🧔 YouTube Creator 🧔 YouTube Manager
* 👲Designer 👲UX Designer 👲UIX Designer