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| Chiebonam-Blessing okereke  **Title: Digital Media Marketer.**  **N0 9 Joe Eyeye Str, oke-afa Isolo Lagos Nigeria (Zip code 100001)**  **Phone +2348065667597 - +2348074397088**  · https://www.linkedin.com/in/blessing-okereke-11bbb0183/ | |
| **Email –** [**kelbyvirtual@outlook.com**](mailto:kelbyvirtual@outlook.com) **or blessing,okereke@kelbyvirtual.com**  **PROFESSIONAL SUMMARY:**  **I** am a Resourceful, Confident, and Pro-active Tech-Savvy professional, detailed Digital Marketing Executive, seeking to utilize and develop my skills and experience to contribute to your organization’s growth. I am committed and enthusiastic about solving complex problems with creative thinking. Capable and knowledgeable with more than five years of experience working in a financial office.  I am also passionate and enjoy Digital Marketing with a big interest in solving complex marketing problems. with the ability to drive brand awareness and revenue growth using proven digital marketing strategies, tactics, and tools to target your precise customer target to drive quality traffic to your business.  I Maintained a work-from-home Role (REMOTE) for over one YEAR as a Data Entry Specialist. **PERSONAL DETAILS**   |  | | --- | | Marital Status: MarriedSex: Female D. O. B - 26th September 1986 |  **REA OF EXPERTISE****Strategy formulation:** Skilled at developing a result-oriented digital marketing strategy as evidenced in my outcome during my course at the Digital Marketing Skill Institute. I developed a cost-effective digital marketing strategy for an Ai (Artificial Intelligent Software Company).**Social Media Tools:** Can use cost-effective and smart social media tools to manage, monitor, and optimize social media engagement to drive off the chart result | |
| **Customer Avatar and Research:**  Able to determine 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.  **Landing Page:**  Developed high converting and engaging landing pages using tools like Insta page to drive conversion and generate leads as implemented during my Digital Marketing Skill Institute course.  **Google Analytics and Search Console:**  the most important and appropriate metrics and how to use them to improve digital activities ROI (return on investment).  **Google Advertising: the** creation ofCatchy and persuasive Ad creative withdifferent types of ad campaigns that exist, how to set up an ad account, target keywords, placement, or phrases so when someone searches these terms, your ads will appear on search Engine Result pages.  **Facebook advertising:** I will develop thebasics and advanced techniques of setting up ad accounts on social media platforms as well as advertising on them.  **PROJECT ACCOMPLISHMENTS:**   1. I developed a full-blown website – <https://www.larvishmakeup.com>. 2. Successfully developed a high converting and engaging landing page – <https://www.larvishmakeup.com/larvish-daily-deals/> and connected it with an Email marketing software (Get response, MailChimp’s and Active Campaign) as a Lead Capture form, with a Redirect “Thank you” page 3. I successfully Audited 2 websites and developed a wireframe |

. **Instagram lead Generation Automation Workflow.**This workflow helps to move Instagram followers from the Instagram platform to an email list, which gives the Instagram account owner full control over their business, allowing them to reach their followers whenever they want.

1. Search Engine optimization: Auditing website to check its performance and ensure the website complies with standard SEO Audit. mobile Responsiveness - useability, technical SEO, different factors that affect ranking, and best practices in the industry.

### **INTERPERSONAL SKILL:**

**Time and Task management skill:**  Ability to work independently and comfort with Technology, meeting deadlines even in a high-pressured environment.

**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 clients in Nigerians in the US.

**Communication** – Can motivate others and generate a positive attitude to setting up new procedures.

## **Teamwork - I** can collaborate with others. listen to others, communicate goals and motivate my team,

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| **CERTIFICATION:** Digital Marketing Skill Institute - Certified Professional Digital Marketer  Customer Service & Interpersonal Skills Certified – CRC Credit Bureau  Sales Marketing and Negotiation skill – CRC Credit Bureau  Strategic communication for peak sale certified – Diamond School of Protocol & Etiquette  Workplace Productivity certified – Business Day |
| **Education:** **Oct. – Dec 2nd, 2021 Digital Marketing Skill Institute | Digital Marketing Professional Certified** |

# **Feb 2007-September 2011 | Enugu State University**

B.sc Applied Biology and Biotechnology

**Project:** Methodic Extract of a PLANT “**Goat weed**” investigated for Bioactivity, Medicinal, Phytochemical and Antimicrobial properties.” Results showed the plant can use in herbal medicine.

**High school-** ILLUPEJU College – Nigeria (WASSC (West African Senior School Certificate)

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| **Work Experience:** |

**Social Media Support Assistant- Stalwart Investment Partners - Ikeja Lagos Nigeria**

April 2021 to Present

* Perform full SEO (website Audit, technical, on & off-page SEO

. Conducted daily updates to social media profiles to boost the company’s online presence. Generate Monthly Analytical / Strategy plan report, using insights.

**Facebook Page Administrator - REMOTE KOBOTALK**

Dec 3rd, 2021 – Present

* Manage engagement, send Messenger messages, create Facebook ads, and campaign Planning.
* generate monthly analytics reports,
* Facebook insight and growing followers through viral content and designs.

**Data Entry Clerk - REMOTE: Stalwart Investment partners - Ikeja Lagos Nigeria**

January 2020 to April 2021

* Entered numerical data into databases with speed and accuracy using.
* Compiled data and reviewed information for accuracy before input.
* Scanned documents and saved them in a database
* Drafted reports for upper management as directed.

**Customer Service officer - VIRTUE MICROFINANCE BANK** - **Lagos,** **Nigeria**

December 2017 to December 2018

* Performed cashier duties including balancing and end-of-day banking with 0] % accuracy. Completed customer requests received via offering prompt solutions to maintain customer satisfaction.
* Resolved customer issues Booked appointments for clients Worked in the inbound call center Created call center scripts Assisted customers via live chat

**Marketing & Sales Executive - LETSHEGO MICROFINANCE BANK - Lagos Nigeria**

October 2015 to September 2016

* Develop new business (risk assets) Credit Analysis of all loan customers
* Re-verification of all loan customers’ businesses and houses.
* Call overs of daily transactions batch posting
* Booking of loans – appraisal and recommendation.
* **INTEREST:** Learning and practicing digital marketing strategies, Travelling and meeting new people. . Electronic and computing gadget

**REFERENCE: On Request**