

NdubukuChiazokam

08106700765

chiazokamndubuaku@gmail.com

31b Bourdilon Road Ikoyi Lagos

CONTENT MARKETING ASSOCIATE

Experienced and driven Content Marketing Specialist with over six years of experience creating compelling content across multiple media platforms. A passion for detail oriented and creative writing, and the ability to adapt content messages for multiple audiences across multiple platforms. Accustomed to high level of responsibilities including creating content for a company's websites, infographics, webinars, videos, and articles. Passionate about delivering entertaining and captivating content with an unobstructed path toward achievement.

KEY COMPETENCIES

Social Media Management
Content Writing
Sales and Email Marketing

Ads Management
Website Design
Project Management

Technical and Content Writing
Communication
Brand Story Telling

Peachhouse Lagos Content Marketing

PROFESSIONAL EXPERIENCE

June 2023- Present

1. Managed organic and paid social media channels including organic content and campaign budget and strategies.
2. Managed brand identity through written and digital to ensure content aligned with brand and product values.
3. Managed digital marketing campaigns including strategy and content for social media, website, paid media and deployment of each campaign.

Accomplishments:

Website Design

- Created a functional woo commerce website. Product upload, copyrighting, description of each product.
- Managing the website, included installation of proper plug-ins that enabled swift functionality of the website, backend synching with other application.
- Fashion and celebrity styling.
- Creative direction along with establishing strategic partnerships with photography and production teams
- to offer a turn key approach whilst developing visually unique product for print, television, and social media platforms.
- Collaborated with photographers and production companies to plan the set.
- Model casting and directing models on set.
- Created mood boards by researching current fashion trends and competitor activity.

Jan 2023-Till Present

Luxe Braids Ng

Brand Consultant (Remote)

Oversaw all digital marketing programs such as social media marketing, content writing, ads management with Facebook meta business

Accomplishments:

- Website Management: Revamped www.shopluxebraids.com with suitable tools and plugins that enable easier functionality for online shoppers.
- Worked with social media team with regards to story telling content that creates brand awareness and tailored to target audience.

My expertise in curriculum development, creative collaboration, online platform management, and marketing and advertising has been instrumental in delivering high-quality educational experiences and driving successful events.

Accomplishments:

- **Curriculum Development:**partnered with beauty and cosmetic artists to develop a comprehensive 15-module course on Microblading and micro shading. Utilized technical writing skills to simplify complex topics for course participants, ensuring optimal understanding and engagement.
- **Creative Collaboration:** Collaborated with videographers and photographers to create visually captivating content for the course, enhancing the overall learning experience for students.
- **Online Platform Management:**Introduced the artist to the user-friendly online platform Teachable for seamless course delivery. Implemented various learning tools such as online quizzes and coaching products to enrich the learning process.
- **Marketing and Advertising:**Contributed to the successful advertising campaign for the one-day physical Master Class on Microblading. Designed and managed landing pages using platforms like Mailchimp for event registration and Google ads. Integrated secure payment portals to streamline student payments for the Master Class.

EDUCATION

New Mexico Highland University

Graduate Studies In Computer Science and Media Arts (In View)

Imo State University of Agriculture

Bachelor in Computer Science

Coursers

Digital Marketing
