



# Success Maduka

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## Profile

A young, smart, and exceptionally professional graduate of Mass Communication with work experience as a content creator, digital marketer, customer support representative and community management with skills in Human relationship management, Copywriting and Digital Marketing, seeking to build a career in the Digital Communications industry.

## Skills

Digital Marketing, Content Writing, Social media marketing, Email marketing, Website Design, Search Engine Optimization, Figma, Adobe Xd, Microsoft Office suite, Community management

## Interests

- Travelling
- Video Games
- Writing
- Piano
- Reading
- Design
- Football
- Cycling

## Education

<b>HND Mass Communication (Upper Credit)</b> Wolex Polytechnic	2016 – 2018 Lagos
<b>SSCE</b> Nodos International Secondary School	2005 – 2011 Lagos

## Professional Experience

<b>UI/UX INTERN</b> ZURI	03.2021 – present
<b>CUSTOMER SUPPORT</b> YELLOW CARD FINANCIAL	11.2020 – present U.S.A
<ul style="list-style-type: none"><li>• Timely shift attendance</li><li>• Completion of all tasks assigned before or by end of shift</li><li>• Escalating Customers issues/queries to relevant Departments</li><li>• Giving clear and strictly related solutions or guidelines to Customers issues</li></ul>	

<p><b>CONTENT LEAD</b>  <i>BEAM</i></p> <ul style="list-style-type: none"> <li>• Publish helpful contents in text, image and video format that promote the use case of Beam coins</li> <li>• Moderate social media activities and competitions</li> <li>• Organize shows and events that aim to promote Beam</li> <li>• Supervise the activities of Beam Africa's community members</li> </ul>	<p>04.2020 – present          ISRAEL</p>
<p><b>UI/UX INTERN</b>  <i>SIDE HUSTLE</i></p>	<p>02.2021 – 04.2021</p>
<p><b>DIGITAL MARKETER AND CONTENT DEVELOPER</b>  <i>BITFXT TECHNOLOGY</i></p> <ul style="list-style-type: none"> <li>• Monitored and analyzed the performance of key performance indicators (KPIs) to offer suggestions for improvement</li> <li>• Set and implemented social media and communication campaigns to align with marketing strategies.</li> <li>• Produced well-researched content for publication online and in print.</li> <li>• Used search engine optimization (SEO) strategies in writing to maximize the online visibility of Bitfxt technology website in search results.</li> <li>• Planned social content and maintained the content calendar ensuring social media content was regular, relevant and engaging.</li> <li>• Followed an editorial calendar, collaborated with other members of the content production team to ensure timely delivery of materials</li> <li>• Prepared reports of my activities at the end of every month.</li> <li>• Advised the company on what was best on everything relating to this department.</li> <li>• Created educational contents including how to(s) and such as related to blockchain and cryptocurrencies for subscribed students in Bitfxt academy.</li> <li>• Met a monthly inflow target of at least N3,000,000 through my department and other Bitfxt products which includes but not limited to Bpay card investment, lab consultancy, coin listing, Bpay coin sales, academy subscription etc.</li> <li>• Developed related contents for multiple platforms such as websites, email marketing, product descriptions, videos, and blogs.</li> </ul>	<p>06.2020 – 12.2020          Lagos, Nigeria</p>
<p><b>ADMINISTRATIVE ASSISTANT</b>  <i>GOVERNMENT COLLEGE, IBADAN, OYO STATE (NYSC)</i></p> <ul style="list-style-type: none"> <li>• Produced and distributed correspondence memos, letters, faxes, and forms to their various destinations.</li> <li>• Assisted in the preparation of regularly scheduled reports</li> <li>• Carried out administrative duties such as filing, typing, copying, binding, and scanning of documents for the college.</li> </ul>	<p>08.2018 – 08.2019          Oyo state</p>