

# Ugonna Eronini

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## EXPERIENCE

### **Papersoft**, Portugal (Remote) — Content Marketing Manager

MARCH 2022 - PRESENT

- Content strategy, creation, execution and management of corporate communication materials (social media channels, blog posts, newsletters) for both Papersoft and primary fintech solution, Waynbo.
- Boosted brand audience by 100% in six months by creating engaging relevant content and ad copies.
- Creating, managing and monitoring LinkedIn lead campaigns, A/B testing to support MQL generation and potentials.
- Providing support in the reporting of online performance - analysis of online traffic and web-related campaigns.

### **The 7th Digest (fmr. An Owerri Babe)**, Nigeria — Lead Curator

MAY 2018 - PRESENT

- Conceptualizing, generating and editing all original visual and textual content that promote inclusivity, feminism and black women's achievements and experiences.
- Built website from scratch using WordPress, designed all branding elements, guidelines, and developed web content.
- Bootstrapped and facilitated a resumé training program for 10 fresh graduates in partnership with Melan Consults.
- Managed all external projects, hired and supervised an all-women team by implementing an open-door policy and promoting flexibility for seamless collaboration.

### **TMA Brand Consulting**, Nigeria — Brand Consultant

MAY 2021 - DECEMBER 2021

- Provided research analysis, marketing solutions and expertise that improved brand perception and resulted in an increase in profit.
- Performed audits and developed strategies that informed customer behaviour, shaped product messaging across all marketing distributions for FMCGs, a fintech startup, an energy company and multiple lifestyle brands.
- Wrote, produced and directed a video ad for an energy company that generated over 63k impressions and conceptualised the marketing copy for a display ad that generated over 1.3m impressions in two weeks.

### **National Youth Service Corps**, Nigeria — Tutor

NOVEMBER 2020 - OCTOBER 2021

- Tutored junior secondary school students on the basics of Information Technology.

### **The Republic Journal**, Nigeria — Junior Editor

JANUARY 2020 - SEPTEMBER 2020

- Created compelling social media content and managed the social media pages that grew its audience from 5,000+ to 10,000 in three months.
- Formatted, edited, and successfully published over seventy SEO-optimised articles in five months.
- Provided photo research materials for external projects and topics for publication.
- Identified, and established relationships with industry niche experts and vendors.
- Compiled feedback from customers and provided immediate solutions to their requests.

### **Bright Network Virtual Internship Experience - Technology & Consulting**, United Kingdom — *Virtual Intern*

JUNE 2020 - JULY 2020

- Created a product management work sample for a confectionery brand's customer loyalty project as a consulting task in less than 24 hours.
- Actively participated in skill training sessions conducted by Google, Amazon, Accenture, Bain & Company, PwC and Goldman Sachs.

## **Stanbic IBTC Bank, Nigeria — Intern**

JUNE 2018 - OCTOBER 2018

- Improved customer experiences by carrying out timely requests using ERP software to ensure compliance with relevant financial regulations.
- Established partnership with a Business Club of over 2,000 members in less than a week to boost our client base.

## **LEADERSHIP & VOLUNTEERING**

### **Jennifer Etuh Foundation, Nigeria — Content Manager**

MAY 2020 - FEB 2021

- Produced and executed content for website and social media relevant to the core areas of concentration.

### **TEDxFUTO, Nigeria — Co-organizer**

MAY 2017 - MAY 2018

- Contributed to the partnership with Truecaller as the primary sponsor.
- Successfully co-organized the first TEDx event in the university and registered attendance of the maximum number of participants.

### **Forloop Africa, Nigeria — Content Creator**

NOVEMBER 2017 - JANUARY 2018

- Contributed to the first event held in South Eastern Nigeria that saw the attendance of 100 student developers, digital marketers, designers and other tech enthusiasts.

## **PROJECTS / AWARDS**

### **Amplify Masterclass, Nigeria — Facilitator**

AUGUST 2019 - SEPTEMBER 2019

- Trained ten people on content creation in preparation for their first job at a training program.

### **State Children's Parliament, Nigeria — Speaker**

MAY 2011 - MAY 2014

- Advocated for the adoption of the Child Rights Act by the 36 states of the Federation.
- Provided research and policy advice to the successful establishment of the family court in 2014.
- Engaged in various policy discussions with the State Assembly, Ministry of Women Affairs and Social Development and collaborated with various NGOs (UNICEF, UNESCO etc.) on different development projects for children and women.

## **PROFESSIONAL DEVELOPMENT**

- **Hubspot** - Inbound Marketing Certification
- **LinkedIn** — Building a Product Roadmap
- **Bright Network** — **Completion of Technology & Consulting Internship Experience.**
- **Product School** — How to design digital products.
- **Google Digital Skills for Africa.**

## **EDUCATION**

### **Federal University of Technology Owerri, Imo — B.Tech**

2014 - 2019

**Major:** Information Technology. **Honour:** Second Class Upper - 4.09

## **SKILLS**

- Excellent written and verbal communication skills.
- Social media content strategy, campaigns, monitoring, and management.
- Highly resourceful and proactive.
- Storytelling and content marketing.

## **WORK TOOLS**

Hubspot, Project Management and Tracking Tools: Notion, Asana, Canva, Airtable, Mailchimp, Figma, Later, Wordpress, Adobe Lightroom, Zoho CRM, Muzli, LinkedIn Campaigns, Google Ad and Analytics.

## **LANGUAGES**

English.