

NGOZIKA OKOYE

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📍 Denver, Colorado 80246

PROFESSIONAL SUMMARY

Creative and well-rounded Social Media Manager with excellent eye for detail and strong understanding of digital media strategies. Known for fantastic copywriting, graphic design, brand management and marketing expertise. Expert in Hootsuite, Later, Canva, and specializes in social media platforms and SEO marketing tactics.

SKILLS

Content Creation

- Created engaging and informative social media posts across many social media platforms, such as Facebook, Twitter, Instagram, LinkedIn, and Pinterest.
- Wrote and edited blogs using WordPress, utilizing their SEO tools
- Used data from previous successful marketing campaigns to determine content for new campaigns

Project Management

- Managed 8+ campaigns by creating and scheduling content on a weekly basis
- Consulted with senior management to identify minimal viable products and develop product scopes
- Took charge of all analytics for each campaign to determine the success of each campaign

WORK HISTORY

Creative Girl Marketing - Social Media Manager

Denver, CO • 09/2022 - Present

- Manage and optimize social media platforms, including Facebook, Instagram, Twitter, and LinkedIn, to drive engagement and increase brand awareness.
- Create over 30 compelling and engaging pieces of content per month, including written posts, images, videos, and graphics, to promote my services and effectively communicate my brand message.
- Utilize graphic design tools, such as Adobe Creative Suite (Photoshop, Illustrator) and Canva, to develop visually appealing and on-brand social media graphics, infographics, and banners.
- Engage with my followers, promptly respond to comments and messages, and maintain a positive brand image by providing excellent customer service and fostering meaningful interactions.
- Utilize social media analytics tools to monitor key performance indicators, track campaign performance, and generate detailed reports to demonstrate ROI and inform future strategies.
- Increased reach by over 630% within the first 6 months.

RGI Creative - Freelance Social Media Manager

Remote • 11/2022 - 02/2023

Client Relationship

Management

- Maintained relationships with clients, including individual and group accounts.
- Conversed with clients and asked probing questions to better understand their needs
- Made friendly conversations to build rapport and trust with clients

EDUCATION

John Carroll University

University Heights,
OH • 08/2014

Bachelor of Science: Business
Administration/Marketing

- Created 9 evergreen posts per month.
- Conducted thorough research and stayed updated on the latest social media trends, algorithms, and best practices to ensure optimal performance and maximize reach and visibility.
- Implemented strategic hashtag campaigns that encourage user-generated content and fostered community engagement, driving organic growth and brand advocacy.

The Content Cornerstone - Freelance Social Media Manager

Remote • 09/2022 - 03/2023

- Created evergreen posts for LinkedIn every month.
- Crafted captivating and persuasive written content for social media posts, captions, and hashtags that effectively communicated brand messages and drove audience engagement.
- Developed hashtag strategies that aligned with clients' brand identities and marketing goals, ensuring consistent messaging and effective targeting.
- Increased engagement by over 5% within the first 3 months.

U-Haul - Social Media Specialist

Phoenix, AZ • 03/2018 - 04/2020

- Managed Facebook, Twitter, Instagram, Linked In, and Pinterest accounts for campaigns by monitoring each page's likes, responses, and shares.
- Collaborated with other departments bi-weekly, to brainstorm ideas and determined budgets for their campaigns and carry out ideas for them.
- Wrote and edited blogs for each campaign using WordPress, edited and took pictures for each blog, which were then uploaded onto U-Haul's blog site, Moving Insider.
- Managed Direct Messages for each campaign, by responding to over 30 messages and cleaning up inbox daily.

- Created using Adobe design suite and scheduled all social media content for each campaign into Hootsuite to be posted onto specific social media pages.