

Michelle Nkechiyere Ufere

Is a marketing specialist with about 3 years of experience in brand strategy & communication, content writing, marketing as well as social media management.

Halifax, Nova Scotia

+1 (782) 446-6771

[LinkedIn Profile](#)

EXPERIENCE

The RedWolf Company, Lagos — Brand & Media Strategist

04/2022 - 12/2024

Full-service Digital Advertising Agency

- Develop strategy and creative insight for the brands across various markets like FMCGs, Fintech, Mobile.
- Plan, implement & optimize paid advertising strategies and campaigns for global brands like HMD on Meta.
- Lead and direct brainstorming sessions on ideation for strategic brand campaigns and activities.
- Coach strategy interns on Influencer strategy, presentation design and Google trends analysis

Bloomers, Remote — Content Strategist

07/2022 - 02/2024

Health-tech Startup Company

- Launched the social media platforms of the business and grew brand awareness amongst its target audience by conducting extensive market research and developing a content strategy to inform all written communication.
- Established the brand tone across key content touch points (social media, email newsletters, LinkedIn Posts and blog posts) by consistently addressing consumer pain points through content pillars in the monthly content calendars.
- Analyze social media metrics to gain new insights and restructure our content strategy from time to time by drafting monthly social media reports for the business
- Plan and execute social media campaigns to achieve various business objectives by formulating the content plan as well as writing the campaign messaging to ensure the success of each campaign.

The RedWolf Company, Lagos — Digital Marketing and Strategy Intern

05/ 2021 - 04/2022

Full-service Digital Advertising Agency

- Developed monthly communication strategies for brands managed by the agency.
- Performed detailed market and competitor analyses that informed digital marketing communication strategy for various B2C brands managed by the agency.
- Assisted on brand campaigns by conducting surveys and in-depth interviews that generated new market insights for my supervisors working on the campaigns.
- Supported brands in improving brand affinity amongst their target audience by developing influencer marketing strategies by ensuring brand-influencer fit at all times
- Identified market trends and insights to optimize impact and reach of brand messaging and communication.

PORTFOLIO

<https://nkechi-ufere.journoportfolio.com/>

SKILLS

- Content Writing
- Brand Strategy
- Social Media Marketing
- Meta Ads
- Media Planning
- Media Buying
- In-Depth Interview
- Focus Group Moderator
- Survey Research and Analysis
- Analytics and Reporting
- Newsletter writing
- Market Research
- Consumer Research
- Microsoft O365

EDUCATION

Pan-Atlantic University, Lagos Nigeria — BSc. *Mass Communication*

09/2016 - 10/2020

CGPA- 4.10 on scale of 5

Dalhousie University, Halifax, Nova Scotia — *DPLS.*

Professional and Leadership Studies in Business Analytics

01/2025 - PRESENT