

# Nkechiyere Michelle Ufere

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Content specialist and digital marketing enthusiast with over 2 years of experience in brand strategy, content writing and marketing for social media, email newsletters and blogs.

## EXPERIENCE

### **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.
- Published 10 LinkedIn Articles that helped position the brand as a thought leader within the health-tech space
- 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— Junior Digital Strategist**

04/2022 - 02/2024

#### **Full-service Digital Advertising Agency**

- Developed the strategy and creative insight for the DANG skincare pitch project by researching the skincare industry and its nuances in the Nigerian Market.
- Work in tandem with the strategy team to design strategy plans by conducting in-depth consumer research through surveys and interviews for tactical campaigns for our B2C brands managed by the agency.
- Managed the communication direction of brands month on month by developing monthly communication strategy plans for brands managed by the agency.

### **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.

## SKILLS

- Content Strategy
- Email Writing
- Blog Writing
- Article Writing
- Brand Strategy
- Google Workspace
- Market Research
- Analytics and Reporting
- Consumer Research

## EDUCATION

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

09/2016 - 10/2020

CGPA- 4.10 on scale of 5

### **CWW Tech Africa Cohort 4.0, Remote— Content Writing**