

Chinedum Azuh's Social Media Copywriter Resume

Contact Information

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Summary

Results-driven digital marketing strategist and expert social media copywriter with over 11 years of experience crafting and executing impactful campaigns that drive brand engagement, lead generation, and revenue growth. Specializes in producing persuasive, platform-optimized content that resonates with target audiences and fosters conversions across digital channels. Highly skilled in SEO, SEM, content marketing, and social media advertising, with a proven track record of leveraging data insights to optimize campaign performance. Recognized for exceptional project management, collaboration with cross-functional teams, and a commitment to exceeding client expectations through innovative strategies.

Experience

Diamond Class Agency

Senior Digital Marketing Strategist | January 2015 - September 2019

- Led strategic digital marketing campaigns for a range of clients, focusing on optimizing content, social media, and SEO to align with client business goals.
- Spearheaded a global rebranding campaign for a multinational SaaS client, boosting web traffic by 35% and improving lead generation by 25% within six months.
- Leveraged advanced analytics tools (Google Analytics, SEMrush) to assess campaign performance, optimizing for a

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20% increase in ROI across channels.

- Developed a content marketing plan featuring blogs, webinars, and video content, resulting in a 30% increase in organic traffic and doubling social media engagement.

Digital Marketing Specialist | January 2010 - February 2015

- Designed and implemented digital marketing strategies with a strong focus on SEO, SEM, content, and social media advertising.
- Enhanced organic search traffic by 40% through targeted SEO strategies, including keyword optimization, on-page SEO, and link-building efforts.
- Directed social media campaigns for an eCommerce client, growing their Facebook and Instagram following by over 250%.
- Created email marketing strategies that improved open rates by 15% and click-through rates by 10%.
- Worked alongside the sales team to deliver targeted campaigns, achieving a 20% increase in lead generation and a 12% increase in conversions.

SuccessDigest

Contributing Editor & Content Strategy Specialist | January 2012 - November 2016

- Edited manuscripts, articles, and digital content with precision, ensuring clarity and style adherence under tight deadlines.

Daily Independent Inc

Newspaper Columnist | Dates not provided

- Authored a column offering strategies for small and medium-scale businesses to boost profitability.

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Skills

Social Media Copywriting

Digital Marketing Strategy

Social Media Management

Campaign Development & Execution

Brand Awareness Enhancement

SEO & SEM Optimization

Content Marketing

Social Media Advertising

Email Marketing

Copywriting & Editing

Client Relationship Management

Certifications

Effective Leadership - HP LIFE, September 2024

Leading in a Remote Environment - HarvardX, September 2024

Exercising Leadership: Foundational Principles - edX, September 2024

Remote Work Revolution for Everyone - edX, September 2024

Learning Personal Branding - LinkedIn, May 2024

How to Monetize WordPress Services - Alison, January 2024

Getting Started as a Project Manager - LinkedIn, June 2023

Career Essentials in Project Management - Microsoft and LinkedIn, May 2023

Diploma in Project Management - Alison, May 2023

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Master Digital Marketing - LinkedIn, May 2023

Advance Your Thought Leadership - LinkedIn, April 2023

Develop Your Social Media Marketing Skills - LinkedIn, April 2023

Finding and Succeeding in Remote Work - LinkedIn, April 2023

Meta Social Media Marketing Professional Certificate - Coursera, March 2023

Diploma in Social Media Strategy - Alison, February 2023

Hootsuite Platform Training - Simplilearn, February 2023

Social Media Certified - HubSpot Academy, February 2023 (Expires March 2025)

Public Speaking on Panels - Alison, January 2023

Publications

The Social Media Copywriter's Playbook

Automate Your Side Hustle

Crafting Captivating Content

Success Starts Here

Success At Your Command

Education

Bachelor of Business Administration (BBA) in Business Administration

Charter University, September 2014 - September 2018

Languages

English: Full Professional