Akugaranwa Chibuzor   
Digital Marketing Professional   
| +234 81 16554760 | divineakugaranwa @gmail.com | Portfolio: https://bit.ly/ 4bR4XmI   
Abuja, Nigeria   
   
PROFILE SUMMARY   
I am a lead acquisition expert with a solid track in Digital Marketing and a drive for learning and   
relearning creative ways to acquire new customers via experiential marketing online.   
With close to a decade of experience in Digital Marketing (my main areas of expertise in Social Media   
Management and Copywriting/Content creation), I have worked on many successful digital campaigns   
for different brands, and I have helped companies plan and execute digital strategies to support their   
measurable growth and expansion.   
SKILLS   
Social Media Management, Content Creation/Copywriting, Paid Media Management/ADs, Email   
Marketing, Search Engine Optimization, Analytics and Reporting, Graphic Design (Intermediate), Project   
and Team Management.   
SOFTWARES   
Slack, Trello, Canva, Figma, Hootsuite, Buffer, Mailchimp, Zoho, Zoom, Teams, Skype, Whereby,   
Calendly, Clickup, Google Workspace, MS Office (Word, Excel, PowerPoint, Outlook), CapCut, InShot.   
WORK EXPERIENCES   
Lead, Content and Digital Strategy (Remote) Dec 2020 – Nov 2023   
Dove Trends and More   
Led a team of copywriters and graphic designers. Ensuring whatever the client wants or sees as a vision   
for their brand is brought to fruition. Liaised one on one with clients to identify exactly what they are   
trying to achieve for their brand and spearhea ded strategies to help them get there.   
• Developed and executed comprehensive content strategies to enhance online and offline presence   
for multiple brands   
• Managed brand social accounts, ensuring consistent and engaging content delivery   
• Led digital strategy campaigns, resulting in increased client engagement and brand visibility   
• Prepared persuasive proposals for existing and prospective clients, winning new business   
opportunities   
• Utilized email marketing techniques to drive customer acquisition and retention   
• Generated insightful analytics reports, providing data -driven insights to inform decision -making   
processes.   
Operations & Communications Administrator (Remote)   
Primewest properties ltd Dec 2019 - Feb 2021   
Operated as the office manager both online and offline and ensured the company ran smoothly. Handled   
the organization of events, liaised with vendors and worked one on one with clients.   
• Successfully developed and executed engaging online and offline strategies for the brand and   
CEO's social media pages   
• Implemented effective email marketing campaigns to drive customer engagement and conversion   
• Generated detailed analytics reports and provided insightful recommendations for improving   
business performance   
• Assisted in project planning and successfully accomplished programmatic objectives on behalf of   
the CEO   
• Efficiently managed CEO's schedule, organized meetings and appointments, and prepared reports   
and presentations   
• Planned and executed successful events for the company, ensuring smooth operations and high   
attendee satisfaction.   
Communications & Administrative Officer Oct 2018 – Nov 2019   
Esetech   
Operated as a Social Media Manager, Graphic Designer, Human Resource Manager, and Operations   
Manager. Ensured the company ran smoothly, liaised with vendors, and worked one on one with clients.   
• Conceptualized, created, and implemented successful Facebook Ad campaigns which led to the   
acquisition of over 1500 relevant leads in 9 months (Paid Media Marketing)   
• Successfully created content for and designed the monthly E -newsletter (Content and Email   
Marketing)   
• Social Media and Website Management   
• Human Resources Management (Assisting with recruitment efforts, new hire orientations, on   
• Boarding of new staff members, and terminations)   
• Procured and managed office supplies, managed office staff and kept relevant personnel updated   
on official matters (Office Management)   
Social Media Manager Feb 2018 - May 2018   
Royal Flavor Restaurant   
Managed the brand’s social media pages; provided analytics, created content, and ensured the pages were   
up to date with relevant content.   
• Successfully increased engagement on social media by 100% within a 2 -month period   
• Generated over 5,000 organic website traffic in just 4 months through strategic social media   
campaigns   
• Managed day -to-day activities on multiple social media platforms (Facebook, Twitter, Instagram,   
YouTube, and Pinterest) to align with company objectives   
• Provided prompt and effective customer service on key social media platforms   
• Produced analytics reports to track and measure the impact of social media efforts   
Social Media Community Manager Jul 2016 - Dec 2017   
Isthmus Properties ltd   
Handled different brands’ social media pages daily; created content calendars, provided analytics and   
responded to customers online regarding their issues and made sure they were dealt with immediately.   
• Increase social media following in the space of 8 months to about a combined 60,000 followers   
using several engagement initiatives and activities conceptualized by me   
• Developed and executed various social media initiatives to increase traffic and increase leads   
• Social Media Management: Managed all the brands the company was working with at any given   
time   
• Analytics and Reporting • Online customer service Management (Responded to all   
inquiries and issues on the brands’ key Social Media platforms)   
   
KSI APARTMENTS   
Digital Marketer Feb 2023 – Present   
• Increase Social Media Presence by creating brand awareness   
• Conduct thorough research on competitors on how they rank on Google   
• Keyword Reach   
• Managed the company’s brand across all marketing channels   
• Developed and executed various social media initiatives to increase traffic and leads   
• Analyzed and submitted monthly reports   
• Optimized their webpage to increase traffic and conversion (Organic)   
• Online customer service; responded to inquires and issues on the brand’s key Social Media   
platforms   
• Content creation   
   
   
   
SOCIAL MEDIA PLATFORMS USED   
Facebook, Twitter, Instagram, LinkedIn, TikTok, YouTube, Discord, Telegram, Quora, Reddit, Pinterest.   
   
EDUCATION & CERTIFICATIONS   
Federal Polytechnic Offa , HND in Civil Engineering   
Search Engine Optimization, eMarketing Institute Certification   
Social Media Marketing , eMarketing Institute Certification   
Search Engine Marketing, eMarketing Institute Certification   
   
LANGUAGES: English (Native), Igbo (Fluent).   
INTERESTS: Anime, Reading (high fantasy fiction), True crime podcasts, and Fitness.