

## Professional Reference

PhoName: Mr Emmanuel Awatt  
Head of Digital Marketing,(Zoom36  
Dental Care  
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Mr Emmanuel is the head of digital marketing team at Zoom36 Dental Care,  
Port Harcourt where I report directly to.

## Education

Google Digital Marketing  
Certification, Google Digital Skill for  
Africa | 2021  
Google IT Support Certification,  
Coursera | 2023  
National Diploma in Computer  
Science, Federal Polytechnic Nekede  
| 2018

## Core Competencies

- Social Media Strategy & Campaign Management
- Content Creation (Copywriting, Graphic Design, Video Editing)
- SEO Integration & Trend Analysis
- Paid Social Advertising & ROI Optimization

### Technical Skills

- Platforms: WordPress, Facebook, Instagram, LinkedIn, YouTube, TikTok
- Tools: Hootsuite, Canva, CapCut, Adobe Creative Suite
- Analytics & Reporting: Google Analytics, Hootsuite

## Language

Proficient in  
written And  
spoken English

# Brand Manager | Social Media Strategist | Content Marketer

Brand Manager with 8+ years of experience growing brand visibility and engagement through strategic social media management, paid advertising, and content marketing. Proven success delivering campaigns with high ROI and audience growth. Expert in translating data and insights into creative storytelling that strengthens brand loyalty and drives measurable results.

## Experience

### 2016 - 2023

Whack House Media Limited - Lagos, Nigeria  
Manager

- Led a team of 4 in content creation, blogging, and web administration.
- Increased organic website traffic by 65% over two years through SEO-focused content strategy.
- Managed paid social advertising campaigns achieving 4.2x average ROI.
- Ensured consistent brand voice across channels through effective moderation and content planning.

### 2023 - 2025

GM7 Properties - Elioazu, Port Harcourt

#### Brand & Social Media Strategist

- Developed and implemented brand strategy increasing social engagement by 40% in Q1.
- Managed paid advertising campaigns achieving 30% higher CTR than industry average.
- Grew social audience by over 100% followers across Facebook, Instagram, and TikTok.
- Oversaw social media campaigns and ad execution with consistent, engaging brand messaging.

### 2025 - Till Date

Zoom 36 Dental Care - GRA, Port Harcourt

#### Brand & Social Media Strategist

- Developed and executed digital marketing strategies, increasing social media engagement by over 50% within the first quarter.
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- Managed and optimized Meta and Google Ads campaigns, achieving a 35% higher click-through rate (CTR) than industry benchmarks.
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- Doubled the clinic's social media following across Instagram, Facebook, and TikTok through consistent content creation and audience-focused campaigns.

## Key Achievements

- Delivered social media campaigns with average 4.5x ROI on ad spend.
- Grew social media audiences by 200%+ over three years.
- Managed advertising budgets exceeding N2 Million (\$2,500) with high conversion rates.
- Led brand repositioning campaign increasing customer inquiries by 30%.