**PROFESSIONAL SUMMARY**

Vision-driven client engagement and digital communications professional with 3+ years of experience managing community outreach, social media content, and operational coordination. Skilled in creating engaging campaigns, managing client inquiries, and producing visual content. Proficient in Canva, Adobe Suite, KOBO, ODK, Excel, and analytics tools, with a strong record of maintaining confidentiality and building trust in fast-paced environments.

**CORE COMPETENCIES**

* Client Engagement & Digital Communication
* Social Media Content Creation & Scheduling
* Short-Form Video Production & Graphics (Canva, CapCut)
* Community Outreach & Stakeholder Engagement
* Data Collection, Reporting & Analytics (KOBO, ODK, SPSS, Excel)
* Campaign Monitoring & Audience Growth Strategies
* Remote Work Coordination & Multi-Tasking
* Customer Service & Feedback Management

**PROFESSIONAL EXPERIENCE**

**Flour Milling Association of Nigeria (FMAN) – Community Engagement Officer**

**Dutse, Nigeria | Oct 2022 – Nov 2025**

* Managed engagement with 950+ community members via digital and offline channels.
* Created content for social campaigns, presentations, and training sessions, increasing participation by 40%.
* Captured success stories and feedback for promotional use and reporting.
* Coordinated surveys and data collection using KOBO and ODK, ensuring accuracy and confidentiality.
* Supported digital communications and social media posts to strengthen audience interaction.

**Independent Researcher & Data Analyst (Freelance)**

**Remote / Nigeria | Apr 2021 – Oct 2025**

* Designed and conducted 50+ surveys and focus group discussions (FGDs) engaging 1,000+ participants.
* Developed infographics, visual reports, and social media-friendly content highlighting findings.
* Assisted in awareness campaigns on education, gender, and social development through online engagement.

**Teacher / NYSC & Private Schools**

**Katsina & Kaduna, Nigeria | 2017 – 2019**

* Delivered educational content integrating engagement techniques and interactive sessions.
* Managed school-community campaigns and digital communications for youth empowerment programs.

**EDUCATION**

**M.Sc., Mass Communication (In View)** – Ahmadu Bello University, Zaria (Expected 2025)

**B.Sc., Mass Communication** – Kaduna State University, Kaduna (2017)

**CERTIFICATIONS**

* Digital Marketing Strategy – Simplilearn/SkillUP (2024)
* Digital Marketing Tools & Techniques – Simplilearn/SkillUP (2024)
* Introduction to Content Marketing – Simplilearn/SkillUP (2024)
* Fundamentals of Project Planning & Management – University of Virginia (2022)

**TECHNICAL SKILLS**

Canva | Adobe Illustrator & Photoshop | CapCut | KOBO Toolbox | ODK | SPSS | Excel | Microsoft Office | Google Workspace

**VOLUNTEER & LEADERSHIP EXPERIENCE**

INEC Ad-Hoc Staff (2019): Community engagement & voter sensitization campaigns.

NYSC Editorial Board (2018–2019): Produced newsletters & digital content for civic education.

President, TAMANI Student Wing (2016–2017): Led youth mobilization and advocacy campaigns.