CURRICULUM VITAE

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# Professional Summary

Results-driven communications and digital-marketing professional with proven experience in client engagement, social media management, and content marketing. Adept at developing strategies that build communities, increase visibility, and strengthen brand trust. Skilled in handling client communication across multiple digital channels with a focus on responsiveness and empathy.

# Key Skills

• Client engagement & customer support (social media & chat)

• Content creation and digital storytelling

• Social media analytics & performance optimization

• Campaign development and online community management

• Copywriting, editing, and proofreading

• Digital-marketing strategy & product awareness

• Remote collaboration tools (Slack, Zoom, Google Workspace)

• Data confidentiality and record management

# Professional Experience

* Content Marketing Manager | The Connxct

\*March 2024 – May 2025\*

• Led content marketing campaigns that increased brand visibility by 35% and boosted engagement by 25%.

• Managed social-media calendars, growing followers by 40%.

• Created audience-focused posts and ad content aligned with company goals.

• Used analytics tools to evaluate campaign success and refine strategy.

* Communications Officer | Mapiatea

\*February 2023 – October 2024\*

• Developed communication strategies that increased brand awareness by 40%.

• Executed social and marketing campaigns that contributed to a 60% rise in sales.

• Delivered timely and professional customer support across calls, chats, and emails.

• Produced engaging content and press materials that strengthened brand messaging.

* Communications Lead | Matheus Global (NGO)

\*May 2022 – July 2024\*

• Led communication initiatives that expanded donor reach and improved brand recognition.

• Managed partnerships with 10+ NGOs to enhance visibility and collaboration.

• Directed social-media content creation that boosted online engagement by 30%.

• Organized outreach campaigns that increased participation and donations.

* ICT Technical Head | University of Abuja

\*March 2021 – January 2023\*

• Supervised IT operations and supported over 500 students and faculty members.

• Diagnosed and resolved hardware, software, and connectivity issues to ensure lab efficiency.

• Trained students on IT systems, ensuring consistent performance and system reliability.

• Collaborated with the ICT team to maintain university infrastructure and data security.

# Education

B.Sc Political Science & International Relations  
University of Abuja | 2019 – 2023

# Professional Certifications

• Product Management – Enoverlab (2024)

• Google Digital Marketing Certification (2023)

# Professional Reference

Name: Lydia Amaka  
Position: Manager  
Company: Chelsea Hotel  
Phone: 08038855598

# Cover Letter

Vision

Dear Hiring Team,  
  
I am excited to apply for the Client Engagement Specialist (Social Media) role at Zadesta. My experience moderating online communities and creating engaging digital content aligns well with your dual-focus on client support and social-media engagement.  
  
Scenario 1 – Handling Frustration:  
I would acknowledge the client’s disappointment, express empathy ('I’m sorry to hear this'), offer a private channel for resolution, and publicly thank them for feedback while reinforcing our commitment to support their next steps.  
  
Scenario 2 – Negative Public Comment:  
I’d classify the commenter as a skeptic—someone with trust issues. I’d respond publicly with a calm, factual message about our credentials, invite them to a private chat to discuss concerns, then create content highlighting genuine client success stories to rebuild trust.  
  
Thank you for considering my application. I look forward to the opportunity to help build meaningful client relationships and strengthen your social-media presence.  
  
Sincerely,