Nengi abbey-KALIO

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# Objective

Nengi is an amazing digital marketer and business manager whose aim is to add her creative ideas in growing the company she works for. Diligent, hardworking and knows how to implement strategies that will be an instant impact in the company.

# Experience

**Betplus NG**

**Digital Marketer (2020 to 2021)**

* Thorough understanding of marketing elements (including traditional and digital marketing such as SEO/Social media etc.) and market research methods
* Demonstrable experience in marketing data analytics and tools
* Solid computer skills, including MS Office, Capcut, Canva, SEMrush, Google trends, etc
* Handling all social media platforms
* Strong and excellent customer support skills
* Building sales through email marketing

**Joe Nwiloh Heart Foundation (2021 to 2023)**

**Digital Marketer**

* Generating quality blog content
* Generating and editing video content
* Building brand awareness
* Run social media ads
* Involved in content creation
* Strong copywriting skills

**Elysian Pieces/Kariux AI**

**Business manager/ Content Creator (2023 – 2025)**

* Developing a business development strategy focused on financial gain
* Managing and conducting teams to meet up targets and deadlines
* Build long-term relationships with new and existing customers
* Creating, editing and posting video content
* Writing and editing SEO articles on AI and interior design

**Aspom Travels**

**Digital Marketer (2023 to 2025)**

* Reporting weekly activities to the CEO
* Running ads on all platforms
* Managing all social media platforms
* Build long-term relationships with new and existing customers
* Creating and editing video content

# Education and certification

Accounting Bsc (Rivers state university)

Management MSc (Ignatius Ajuru University)

National Youths Service Corps (NYSC)

# SKILLS

**SKILLS:**

* Complex problem solver
* Excellent in oral and written skills
* Very innovative
* Focused minded and well driven
* Team player and a good leader

**TOOLS:**

* Microsoft packages (Word Doc, PowerPoint, Excel)
* Quickbook
* Canva
* Powerdirector, Capcut, and premiere pro