**PROFESSIONAL SUMMARY**

Results-driven digital marketer and social media strategist with expertise in real estate, tech, and community engagement. Proven ability to elevate brand visibility, drive customer acquisition, and optimize digital campaigns across diverse industries.

**EXPERIENCE**

**JBUIT Technology Company**

**Social Media Manager / Digital Marketer**

January 2019 – 2021 |

- Monitored KPIs to optimize social media performance and ROI.

- Negotiated client deals, increasing sales conversions by 30%.

- Grew brand’s online presence (50%+ followers) through targeted content.

**TheInfostride News Blog**

**Social Media Manager | 2019–2021**

- Doubled engagement rates through viral news campaigns.

- Created articles from trending news blogs

**Varosi Properties**

**Social Media Manager**

2020 – 2024

- Developed and executed digital strategies to showcase property listings.

- Increased lead generation by 40% via Facebook/Instagram ad campaigns.

- Created visually compelling content (virtual tours, client testimonials).

**The Genesis Company**

**Digital Strategist & Content Marketer**

2023 – 2024

- Designed data-driven marketing strategies to boost brand authority.

- Led content marketing efforts, improving SEO rankings by 25%.

- Collaborated with sales teams to align campaigns with conversion goals.

**IJAN AFRICA**

**Customer Representative**

January 2025 – June 2025

- Streamlined client communication, reducing response time by 20%.

-  Improving team efficiency by 15%.

- Worked to increase company’s social presence

- Launched a weekly newsletter, growing subscriber base by 1,500+ in 3 months.

**The Family of students**

**Digital Marketer & Content Creator | 2021–2024**

- Built a 10K+ follower base via student-centric content.

- Worked on premium and effective content to boost engagement on social platforms

**Education**

Federal University of Technology (FUTA)

2019 – 2024

Powerfields Group of Schools

2012 – 2018

**Key Achievements**

- Real Estate Growth: Scaled Varosi’s online leads by 40% in 2 years.

- Content Impact Drove 25% SEO traffic growth for The Genesis Company.

- Tech & Community: Consistently exceeded engagement KPIs for JBUIT and The Family of students.

- Single-handedly achieved 600+ Email subscribers for IJAN Africa Email Newsletter with increased click and conversion rate

**Skills**

- Social Media Advertising (Facebook and Instagram ad campaigns)

- Content Strategy & SEO

- Effective social media growth across all social platforms

- Client Relationship Management

- Analytics (Google Ads, Facebook Insights)

- CRM Tools

- Email workflows (Mailchimp, Convertkit, Substack), CRM tools (HubSpot, Zoho)

- Video editing

- Graphics Design Basics (Canva)

- Copywriting

- Community Engagement

- Influencer Marketing

References

[tobechukwuregis@gmail.com](mailto:tobechukwuregis@gmail.com) - Founder, Varosi Properties

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**COVER LETTER (Response to questions)**

Vision

Scenario 2:

I would respond publicly with professionalism, my response would be "We understand your concern. Zadesta is a legitimate and registered business. We'd be happy to verify our credentials and discuss our transparent process in a private message."

Scenario 4:

I would acknowledge their frustration publicly with a brief, polite request to continue in DMs. Then in the DMs, I would listen empathetically, apologize for their experience, and find a resolution, protecting the brand's image while attempting to resolve the situation and if I am unable to do so personally, I will involve my superior to help with the situation.