

DUMEBI OKONJI

*Communications
Associate, Content Writer
and Community Manager*

SUMMARY

"I am a creative digital professional who understands your brand's story, and knows the best way to tell it to your audience."



Female



September 16, 1994



19, Aina Obe Street, Alapere,
Ketu, Lagos.



08131956819



dumebi.okonji@gmail.com

WORK EXPERIENCE

Content Writer and Community Manager [October 2018 - Present]

Wildreams Agency Lagos, Nigeria

- 50% increase in online followership of global brands under my management
- Led the content production for a major national campaign for a global alcoholic brand involving scriptwriting, storytelling, creative direction, media, and PR
- Developed brand ambassador and influencer strategies that led to a 30% increase in user-generated content and brand mentions across social channels

Content Writer and Community Manager [January 2018 - September 2018]

Emedrep Nigeria [ReportThat Campaign]

- Creating email newsletter content using Mailchimp
- Creating content for social media
- Writing and editing Press releases
- Using analytical tools to study and improve content
- Video editing and production of video content

Rise Networks, Lagos [Print Magic and Passnownow]

Staff Writer and Social Media Engagement Associate
2017-2018

- Wrote engaging articles on LinkedIn
- Wrote SEO friendly articles for blogging on the website
- Used various analytical tools to study customer responsiveness
- Wrote and edited press releases
- Developed and executed content strategies
- Handled Social media management and engagement
- Handled Client relations across virtual and physical platforms

CERTIFICATIONS



**Online Marketing
Fundamentals
Qualification**
Google

*Google Analytics
For Beginners.*



**Advance Digital
Marketing
Certification
(In View)**
Shaw Academy

REFEREES

Available on Request

EDUCATION AND QUALIFICATIONS

National Youth Service 2016-2017
National Youth Service Corps, Oyo State

- Served as Biology Teacher at Imperial Municipal Grammar School. Agodi, Ibadan

B.Sc. Microbiology 2011-2015
Obafemi Awolowo University, Ile-Ife, Osun state

Senior Secondary School Certificate 2004-2010
Aladura Comprehensive High School, Anthony

LEADERSHIP AND COMMUNITY SERVICE

- **Volunteer**, Lagos Food Bank
- **Member**, The Book Club Lagos
- **Sex Education Trainer and HIV Awareness Advocate**, NYSC Personal CDS, 2016-2017
- **Director**, Imperial Municipal Grammar School's Science Club, 2016-2017
- **Vice President**, Sanitation CDS Group, NYSC, Agodi, Ibadan, 2016-2017

SKILLS

- Digital Marketing Strategy
- Content Strategy
- Keyword Research and Search Engine Optimization
- Social Media Management and Marketing
- Compering, public speaking and presentation skills
- Customer Relationship Management
- Social Advocacy and Development Communication
- Creative Writing and Storytelling
- Proofreading and Creative Editing

ATTRIBUTES

- An analytical mindset
- Strong leadership and project management skills
- Excellent in interpersonal oral and written communication
- Ability to work effectively in any given team
- Goal-oriented, determined and resilient in achieving set goals
- Ability to adapt and learn under controlled pressure
- Bold, assertive and always prepared for life's challenges