

# UCHE CHINWENDU JOY

Digital Marketer/ Content Strategist/ Social Media Manager

+2349073965684 | [Email](#) | [LinkedIn](#) | Lagos, Nigeria | [Portfolio](#)

## SUMMARY

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Results-driven Digital marketing strategist with years of experience in marketing strategy development and brand communications that increase brand visibility and generate measurable results.

Combining creative thinking with data-supported insights, I thrive at optimizing digital presence, driving lead generation and delivering evocative content.

Intrigued by the marketer's power to connect brands and audiences through storytelling, strategy and analytics.

## SKILLS, TOOLS AND INTEREST

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**Core skills:** Content strategy, Campaign management, Digital analytics, SEO, Brand positioning, Social media management.

**Tools:** Canva, Meta Business Suite, Google Workspace, Google Analytics, Google Trends, Hubspot CRM, Capcut, etc.

**Technical skills:** Lead Generation, Content creation, Paid Advertising, Performance monitoring.

## WORK EXPERIENCE

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### Content Strategist /creator

*April 2025- Present*

Beta Jollof, Ibadan

- **Developed and executed creative, audience-focused content strategies** across the customer journey (awareness, consideration, conversion, and retention), driving a **25.3% increase in conversion rates**, supporting brand storytelling and boosting audience interaction through tailored campaigns and timely content delivery.
- **Managed and optimized social media presence** for Beta Jollof on Instagram and TikTok, transforming followers into an engaged online community, increasing organic reach, and running targeted ad campaigns to improve audience retargeting.
- **Planned and executed cross-brand collaborations**, executing joint social media campaigns with Ibadan-based businesses to **increase promotional visibility, strengthen community ties, and drive engagement growth**.
- Conducted **competitor research and market analysis**, providing actionable insights and strategic recommendations that informed campaign direction.
- Collaborated with the team to **optimize brand positioning**, ensuring campaigns aligned with business objectives and customer preferences.

## Digital Marketer

December 2024- April 2025

Ben-Nard Nigeria Ltd., Lagos

- Developed a social media strategy that included a custom content calendar that boosted **brand reach by 200% and lead generation by 18%**.
- Led the marketing team's effort in website content optimization, resulting in a **39.62%** increase in new visitors.
- Performed **market research** to shape audience-specific content and promotional efforts.
- Designed and executed a landing page optimization strategy that lifted **conversion rates by 10%**.

## Social Media Manager

February 2024 -November 2024

MEBI Technologies, Ibadan

- Managed a content calendar that improved posting consistency and increased **follower growth by 10%** over a period of 4 months.
- Collaborated with the creative team to produce **SEO-optimised and high-quality visuals**.
- Researched and produced **customer personas** and competitor reports to guide marketing strategy.
- Consistently monitored and analysed performance on social media channels using relevant platform insights and translated data into actionable improvements.
- Collaborated with the creative team to produce high-quality content (text, image and video),ensuring brand alignment and consistency in copy, captions and visuals across all channels.
- Increased brand awareness and reach among the targeted audience by well over a 100% through engaging content and targeted strategies.
- Ensured that every content published was optimized for search engines to improve organic visibility.
- Developed and kickstarted comprehensive social media strategies tailored to marketing goals.

## Freelance Social Media & Marketing Assistant

January 2022- November 2024

The Info Nerds Media, Remote

- Managed social media presence for comedian **Layi Wasabi**, curating engaging content and boosting audience interactions, helping strengthen his digital influence and fan community.
- Executed social media campaigns for the **GTCO Campus Tour**, including event promotion, digital storytelling, and live coverage featuring artistes like **Fola, Dj Kaywise** driving high visibility and student engagement across campuses.
- Collaborated on ad campaign shoots for major brands such as Verve card, Infinix, and

The Future Awards, contributing to creative direction, set coordination, and behind-the-scenes marketing support that enhanced campaign delivery.

- Partnered with lifestyle and entertainment brands such as **Dng\_makeup** and artiste **Fimi The Flow**, managing their social media accounts to grow followers, expand reach, and improve online visibility.
- Assisted the production team in the shooting and coverage of events, conferences, weddings, and music videos.
- Developed and maintained content calendars, campaign reports, and social media analytics, supporting data-driven decision-making to optimize engagement and growth.
- Supported the creative and marketing teams in brainstorming campaign ideas, creating digital assets, and engaging online communities.
- Contributed to the agency's ability to deliver multi-brand campaigns simultaneously, gaining experience across industries such as entertainment, beauty, lifestyle, and corporate branding.

### **Digital Strategist Intern**

*July 2021-November 2021*

**Systems and Processes Consulting Ltd, Lagos**

- Worked closely with cross-functional teams to brainstorm and developed innovative digital growth strategies.
- Encouraged creativity and ensured that collective input was considered in the strategy creation process.
- Conducted comprehensive market research to gather valuable insights into industry trends, competitor activities, and consumer behaviour and provided reports that were relevant to decision-making and refining growth strategies.
- Developed a deep understanding of the target audience, including their preferences, needs, and pain points.
- Assisted in the development of digital marketing plans and campaigns.
- Collaborated with senior strategists to identify key performance indicators (KPIs) and goals for campaigns.
- Collaborated with the marketing team to create compelling social media graphics and campaigns, driving brand awareness and customer acquisition.

## EDUCATION

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**University of Ibadan**, Ibadan, Nigeria.  
*B.Ed. Special Education & Political Science*

*May 2019 - June 2023*

## CERTIFICATIONS

- [Virtual Assistance Certification](#)  
2024/*Alx Africa*
- [Search Engine Optimization](#)  
2023/*Coursera*
- [Foundations of Digital Marketing and E-commerce](#)  
2023/*Coursera*
- [Media Buying and Planning \( Meta Ads\)](#)  
2024/ *Facebook Blueprint*