

# Deborah Chidinma Anyanwu

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## Professional Summary

I'm a creative and data-driven Digital Marketer with hands-on experience in **social media management, online campaigns, and community engagement**. Over the last few years, I've helped brands in **skincare, tech, real estate, and corporate services** boost visibility, engagement, and sales through impactful content and targeted digital strategies. I'm skilled at combining creativity with analytics to craft marketing campaigns that drive results.

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## Experience

### Digital Marketing & Social Media Manager (Freelance / Contract)

2022 – Present

- Managed social media presence for brands including **Adreiasupportng, Prema Brand, Skin\_with\_Harobed, Adventhomes, and Drawbridge Corporate Services**.
- Increased engagement rates by **40%** and contributed to significant sales growth through tailored content strategies.
- Planned and executed **Meta Ads campaigns** that grew brand pages and boosted leads within skincare and real estate sectors.
- Built community voice, handled customer communication via WhatsApp Business, and fostered stronger brand-consumer relationships.
- Designed and optimized content using **Canva, CapCut, and CorelDraw**, ensuring brand identity consistency.

### Product Management Intern / Research Analyst – Tech4Dev

2024 – Jan 2025

- Conducted market research, user analysis, and digital adoption studies to guide product decisions.
- Supported product roadmap development and tested new features to ensure usability.

- Collaborated with cross-functional teams to create inclusive and innovative digital solutions.

### **Business Research Intern – Excelerate Platform**

2024

- Performed competitor analysis and prepared visual reports for data-driven decision-making.
- Provided insights that influenced strategic business planning.

### **Community Manager – Adventhomes (Shortlet Real Estate)**

2023

- Built and managed an online community that drove bookings through **Instagram, Airbnb, and WhatsApp Business**.
- Created engaging content to showcase apartments and built customer trust through responsive communication.

### **Community & Social Media Intern – Grocred (Credit History Company)**

2023

- Supported product and marketing teams with content creation, user communication, and customer feedback gathering.
- Helped improve product positioning and brand awareness on digital platforms.

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## **Education**

**BSc. Physiology** – University of Benin, 2023

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## **Certifications & Training**

- **Digital Marketing Training** – Elite Global Cohort (2023)
- **Virtual Assistant Scholarship** – ALX Africa (2024)
- **Product Management Bootcamp** – Tech4Dev (2024)

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## **Skills**

- Digital Marketing Strategy & Campaigns

- Social Media Management (Instagram, TikTok, Facebook, LinkedIn, Threads)
  - Paid Ads (Meta Ads, Instagram Promotions)
  - Content Creation & Storytelling (Canva, CapCut, CorelDraw)
  - Community Engagement & Customer Experience (WhatsApp Business, Amazon Order Management, Spotify Backend)
  - Project Management (Trello, Asana)
  - G Suite (Docs, Sheets, Drive, Calendar)
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