





Acheneje Enechojo Agatha

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Professional Summary

Digital Marketing professional with 2+ years experience crafting data-driven strategies across social media, content creation, and campaign management. Achieved **90% engagement boosts** through viral campaigns and analytics-driven optimization. Core competencies in SEO, audience growth, and cross-functional leadership.

Technical Proficiencies

Digital Marketing

- Social Media Strategy
- Paid Advertising (PPC/SEM)
- Email Marketing Automation
- SEO & Content Strategy
- Campaign Management

Content Creation

- Creative Copywriting
- Blog/Article Writing
- Visual Storytelling
- Canva Graphic Design
- Video Content Production

Analytics & Tools

- Google Analytics
- AI-Powered Insights
- Performance Reporting
- Data-Driven Optimization
- Hootsuite/Sprout Social

Core Skills

- Brand Development
- Audience Engagement
- Team Leadership
- Cross-Functional Collaboration
- Strategic Planning

Professional Experience

Social Media Manager

Daystar Christian Centre | Lagos, Nigeria

Oct 2021 – Present

- Revitalized online presence through strategic content aligned with organizational values (+40% engagement)
- Developed viral campaign framework for major events using storytelling and interactive content
- Collaborated with creative teams to produce 150+ branded visuals using Canva
- Implemented analytics dashboard reducing reporting time by 25%

Content Writer / Social Media Manager

Broadshift Technologies | Lagos, Nigeria

Oct 2020 – Oct 2021

- Authored 200+ SEO-optimized articles increasing organic traffic by 60%
- Created content calendar system improving team productivity by 30%
- Developed brand voice guidelines adopted across 5 product lines

Digital Marketing Lead

Rejuvenee Spa and Wellness Centre | Lagos, Nigeria

Jul 2019 – Sep 2020

- Engineered Instagram feedback system driving 70% interaction increase
- Launched TikTok hashtag challenge reaching 2,000+ views in first week
- Implemented AI analytics reducing content optimization time by 40%

Education & Credentials

B.Sc. Cell Biology & Genetics

University of Lagos | 2017–2021

Certifications

- Professional Social Media Management | Side Hustle (2022)
- Business Strategy & Branding | NBC Coca-Cola (2022)
- Leadership Development | Daystar Academy (2017)

Key Projects

Viral Content Framework

- Developed replicable campaign template used across 3 organizations
- Consistently achieved 80%+ engagement rates through data-driven iteration

Disability Advocacy Community

- Built Facebook community reaching 5,000+ members in first year
- Created accessibility-focused content strategy adopted by 3 NGOs

Languages

English (Native) | **Yoruba** (Conversational)

Available for immediate opportunities • Open to relocation • Portfolio samples available upon request