

EMMANUELLA CHIAGOZIEM ACHIZIE

Graphic Designer | Social Media Manager | Content Strategist

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PROFESSIONAL SUMMARY

Creative and results-driven Graphic Designer, Email Marketing Specialist, and Content Strategist with over 3 years of experience in brand identity development, digital marketing, and audience engagement. Skilled in developing cohesive visual systems, executing targeted email campaigns, and managing multi-channel content strategies aligned with business growth goals. Proven track record of enhancing brand recognition through data-driven marketing, freelance client management, and visual storytelling.

EDUCATION

Bachelor of Science in Pure Chemistry (Second Class Upper Division)

University of Benin, Nigeria | October 2018 – January 2024

West African Senior Secondary School Certificate (WASSCE)

African Maritime Academy | Sep 2012 – July 2017

CORE SKILLS

- **Visual Branding & Design:** Brand Identity Systems, Logo & Typography Selection, Visual Guidelines, Flyer & Marketing Material Design, Canva
- **Digital Marketing & Strategy:** Email Marketing Strategy (Mailchimp), Content Strategy, Campaign Analytics, Social Media Management, Customer-Centered Content
- **Technical Tools:** Mailchimp Analytics, Video Editing (CapCut), Canva, Adobe Creative Suite, Instagram Page Management & Revamp
- **Professional Skills:** Cross-Functional Team Collaboration, Client Relationship Management, Project Planning & Time Management

PROFESSIONAL EXPERIENCE

Graphic Designer & Email Marketing Specialist

MyAfrimall | March 2026 – Present

- Spearhead the end-to-end design and execution of corporate visual assets, ensuring strict alignment with organizational branding and marketing objectives.
- Develop, launch, and manage targeted email marketing campaigns utilizing Mailchimp to drive customer acquisition, engagement, and long-term retention.
- Analyze digital campaign performance metrics via Mailchimp analytics, leveraging data-driven insights to optimize open rates, click-through rates, and overall communication strategies.
- Collaborate across internal teams to streamline promotional workflows and deliver time-sensitive marketing materials.

Graphics Designer

Digital Dee Media | September 2024 – March 2026

- Designed clean, minimal, and visually engaging social media marketing materials for client campaigns based on brief specifications.
- Participated in campaign planning sessions and content brainstorming to deliver customer-centric design solutions.
- Maintained high standards of design quality and ensured positive client experiences across all project deliverables.

Freelance Graphics Designer

Self-Employed | July 2024 – January 2026

- Develop complete brand identity systems including logos, color palettes, typography selection, and brand guidelines for diverse clients.
- Create marketing collateral such as promotional flyers and social media graphics to help businesses establish a strong and consistent brand presence.
- Collaborate directly with clients to translate brand vision into compelling visual concepts while managing multiple projects under tight deadlines.

Social Media Manager & Content Strategist

The Achizie Media | April 2024 – Present

- Develop complete brand identity systems including logos, color palettes, typography selection, and brand guidelines for diverse clients.
- Designed high-converting flyers and digital marketing materials strictly aligned with corporate brand identity.
- Developed and executed comprehensive content strategies that increased brand visibility and audience engagement.
- Managed Instagram page growth, content calendar planning, and customer-focused visual content delivery to build brand awareness.
- Improved overall engagement rates through consistent visual branding and strategic content execution.

CERTIFICATIONS

- **Certificate in Graphic Design & Social Media Marketing** – Digital Dee Media
- **Certificate in Graphic Design for Virtual Assistance** – Virtual Click Support
- **Graphic Design with Canva**, YouTube Academy