

CHINEDU DAVID AJAH

Digital Marketing | Social Media Management | Virtual Assistant | Customer Engagement |
Operations | E-commerce | SEO | SEM | Administration

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PROFESSIONAL SUMMARY

Result-driven Professional Digital Marketing, E-commerce and Customer Engagement Manager with over 6 years of experience in social media management, content creation, customer relations, digital campaigns, WordPress website management, sales support and online brand promotion. Skilled in Google Ads, Meta Ads, Generative AI tools, Canva, CapCut, SEO, SEM, customer communication, and digital engagement strategies that improve online visibility, customer interaction, and business growth. Experienced in hospitality, supermarket, real estate, administrative and customer-facing environments with strong communication, multitasking, and operational coordination abilities. Adaptable, result-oriented, and passionate about supporting brand growth through creative digital marketing and customer engagement solutions.

WORK EXPERIENCE

Digital Marketing & Customer Relations Manager

Reiz Continental Hotel, Abuja

Dec 2022 – Apr 2026

- Lead a team of digital marketing executives, care agents, content creators, social media marketers, online sales coordinator, web and graphic designers to execute multi-channel campaigns and lead generation.
- Developed, executed and increased customer engagement, online visibility, and brand awareness through strategic social media management, digital content strategies, and promotional campaigns.
- Managed customer inquiries across digital platforms, improving response time, customer satisfaction, and online customer interaction.
- Maintained, managed and optimized WordPress websites, WooCommerce stores, food delivery, travel and room booking platforms, including Shopify, Airbnb, Booking.com, Glovo, and Chowdeck. While supporting SEO, digital marketing, customer acquisition, business and revenue growth.
- Planned, created, executed, and supported customer engagement and sales growth initiatives through digital marketing campaigns across Google Ads, Meta, Instagram, and TikTok, contributing to increased bookings, leads, sales, and online engagement.
- Improved brand visibility and grew social media followers through team work with social media manager and content teams.
- Tracked KPIs and cost-per-booking performance, created content calendars using Google Sheet, Notion, coordinated photo/video shoots, supported in video editing and social media content creation, and assisted with administrative coordination, customer support operations, and business communications.

Operations/Store/E-commerce Manager

Delizz Supermarket, Abuja

Aug 2019 – Nov 2022

- Managed daily operations of e-commerce platform, customer service and retail operations, contributing to improved workflow, workplace organization, and customer experience in a fast-paced customer-facing experience.
- Assisted customers with product recommendations, issue resolution, front desk support, and service coordination, contributing to repeat patronage and customer satisfaction.
- Coordinated inventory monitoring, product restocking, and operational support to maintain efficient retail and customer-facing operations.

- Supported administrative tasks, staff coordination, and customer communication while maintaining professionalism and strong interpersonal relationships under pressure.
- Ensured product listings, pricing, promotions, categories, and inventory information are accurate and up to date.
- Monitored and recommended improvements on website performance to increase sales and customer satisfaction.
- Improved visibility, website conversion rate, better product availability, measurable growth and retention, reduced cart abandonment and fulfillment issues.

EDUCATION AND CERTIFICATIONS

Data Entry & Virtual Assistant Certification

ALX, Skillshare

May 2026

Google Ads Search Certification

Google Incorporation

May 2026

HubSpot Digital Marketing Certification

Perfect Links Computer Training Institute

May 2026

Social Media Marketing

VM Technologies LTD

Jan 2019 – Feb 2019

Diploma In Micro Computer Utilization And Management

Perfect Links Computer Training Institute

Feb 2019 – July 2019

Office Communication And Project Management

Institute Of Manpower Development And Management

Dec 2017 – Aug 2025

B.Sc Statistics

University Of Abuja

Feb 2012 – Oct 2017

Secondary School Certificate Examination

Innocent Comprehensive High School

Feb 1999 – Nov 2005

First School Leaving Certificate

Sammat Nursery And Primary School

June 1991 – Nov 1998

CORE SKILLS

- Search Engine Optimization (SEO & SEM), Google Analytics & SEMrush, Google, Facebook & Meta Ads
- Content Creation & Copywriting, Content Writing, Canva, Capcut & Video Editing
- WordPress Website Management, AI UGC Ads, Product Management, Generative AI
- Retail & E-Commerce Management, Digital Marketing, Email Marketing, Social Media Marketing

PROFESSIONAL COMPETENCIES

- Attention to Detail, Analytical Thinking, Communication Skills, Verbal & Written Communication
- Team Supervision, Lead Generation, Remote Collaboration, Leadership & Organizational Skills
- Problem Solving, Adaptability, Results-Oriented, Customer Relationship Management, Retail Operations
- Sales Support, Front Desk Administration, Social Media Management, POS Operations
- Inventory Support, Customer Engagement, Operations Coordination, Administrative Support