

CHIZURUM CHIKE

Brand & Creative Strategist

📍Lagos, Nigeria
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SUMMARY

Brand and creative strategist with 3+ years' experience across public relations, social media management, campaign management, influencer marketing, UGC, and copywriting. Track record managing multi-client portfolios spanning nonprofit, fashion, legal, energy, and faith-based sectors, driving audience growth and brand visibility through data-driven content strategy.

SKILLS

- Content Strategy
- Brand Strategy
- Campaign Management
- Email Marketing
- Public Relations
- Influencer Marketing
- Digital Media Production
- Content Creation
- Visual Content Creation
- User Engagement Strategies
- Performance Analytics
- Copywriting
- Project Management Tools
- Marketing Automation
- Google Workspace
- Account Management
- Client Relations
- Stakeholder Communication
- Cross-functional Teamwork
- Team Leadership
- Deadline Communication

LANGUAGES

English — Native
Yoruba — Proficient
Igbo — Proficient

EXPERIENCE

September 2024 - Current
Communications / Social Media Manager — Nigerian Business Coalition Against AIDS (NiBUCAA) | Lagos, Nigeria

- Managed coalition's social media presence, developing content strategies that enhanced online engagement and expanded advocacy reach
- Coordinated digital campaigns with internal and external stakeholders to support organizational health advocacy objectives
- Spearheaded the coalition's media presence at the Access Bank Lagos City Marathon (11th annual event)
- Tracked and reported campaign performance metrics to inform and refine future initiatives

September 2025 - July 2026
Brand Strategist — Communications & Brand Strategy Agency | Lagos, Nigeria

- Full-time brand strategist managing social media accounts, campaigns, email marketing, public relations, and content output across a multi-client portfolio
- Developed marketing strategies in Lagos region
- Developed and distributed brand stories for Twin Tub Washing Machine, Mood Up Refrigerator, Mega Clima, and Tech Expo 2026
- Oversaw social accounts and content calendars for Feet of Grace Foundation (NGO), Prado Power (B2B energy), Beyond The Pain (faith-based platform), and author Chinyere Okorocha
- Coordinated media and press communications for product launches, achieving coverage in online media houses and blogs
- Placed brand stories for: Twin Tub Washing Machine, Mood Up Refrigerator, Mega Clima, Tech Expo 2026

October 2025 - December 2025
Campaign Team Lead — Throneworship

- Led end-to-end campaign execution, coordinating marketing initiatives and strategic outreach to maximize audience reach
- Managed campaign timelines and deliverables, ensuring team collaboration to meet project objectives on schedule
- Implemented email marketing strategies via Mailerlite, increasing audience engagement and driving conversions

July 2025 - September 2025
Brand Strategist (Intern) — Communication & Brand Strategy Agency | Lagos, Nigeria

- Oversaw brand positioning and multi-channel performance campaigns, strengthening overall client portfolio performance
- Analyzed engagement metrics and implemented data-driven optimizations, increasing campaign ROI
- Managed digital marketing strategies and social media operations for multiple client accounts, enhancing engagement, community growth, and brand visibility
- Managed marketing initiatives in Lagos

January 2025 - May 2025
Content Strategist / Copywriter — ShapingUs

- Edited video content and developed content guidelines, ensuring brand consistency across all platforms
- Collaborated with creative teams to align written and visual content, strengthening overall messaging and audience impact
- Crafted teaser and trailer scripts, enhancing brand storytelling and engagement

EDUCATION

January 2023
Bachelor of Arts | English and Literature
University of Benin, Edo State

CERTIFICATIONS

- Bachelor of Arts in English and Literature, University of Benin, Edo State — 05/23
- Content Creation Certification, Udemy — 2023
- Digital Marketing Certification, Udemy — 2023

CORE COMPETENCIES

Brand Strategy, Campaign Management, Multi-Client Account Management, Public Relations, Performance Analytics & Reporting, Copywriting, Content Strategy, Influencer Marketing, UGC, Video Editing (CapCut, Premiere Pro), Email Marketing (Luma, Mailerlite), Canva, Client Relationship Management, Stakeholder Communication, Team Leadership, Notion, Slack, Spring, Google Workspace