

Divine Chukwunyere ACIA, AAT

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PROFESSIONAL SUMMARY

- Strategic and data-driven Digital Marketing and Social Media Specialist with proven experience in growing brand visibility, boosting engagement, and driving measurable online conversions into sales.
- A Meta-Certified Digital Marketing Associate, skilled in content strategy, social media management, performance analytics, email marketing, and community growth. Adept at creating high-impact digital campaigns that generate strong ROI and strengthen brand positioning. Passionate about using creativity, analytics, and storytelling to scale digital presence for startups, nonprofits, and businesses.

EDUCATION

Masters in Business Administration (MBA), specialization in Marketing Sep 2025 - Aug 2026

Miva Open University, Nigeria - Top 1% of Graduating Class with a perfect grade of 5.0/5.0

Relevant Courses: Operations Management, Marketing Strategy, Managerial Economics, Human Resource Management, Corporate Finance, Organizational behaviour, Management Information Systems, Introduction to General Management, etc

Bachelor of Science (B.Sc) Honors - Accounting

Jan 2021 -Jul 2024

Covenant University, Nigeria

Thesis: Corporate Visibility, Financial Performance, and Sustainability Reporting on Selected Manufacturing Companies in Nigeria (2013 - 2023)

- Achieved distinction in undergraduate research, recognized among the top 5% of projects in the 19th set.
- Analyzed a 10-year panel data using SPSS and Excel to test correlations between ESG disclosures and financial performance of selected firms.
- Relevant Coursework: Introduction to Economics I & II, Game Theory, Research Methods, Research Project, Principles of Economics I & II, Macroeconomics, Microeconomics, Mining and SPSS Modeler, Analysis of Business Decision making, Statistics for Business and Social Sciences I & II - Calculus, SAPTERP 10- Integration of Business Processes I & II.

Nightingale Academy, Lagos, Nigeria

Jan 2017 - Sep 2020

- Best Graduating Student in Commercial & Arts Department with the highest score in JAMB exams and with a WAEC grade mark of (Distinctions in Mathematics, Economics, Commerce and Civic Education).
- Served as the Library prefect and Assistant class captain from SS2 to SS3.

SELECTED EXPERIENCE

Marketing Specialist & Partnership Manager

Nov 2025 - Present

Fortunara Beauty Ltd

- Sourcing, pitching, and onboarding strategic new retail partners to expand product reach and availability.
- Planning and implementing retail marketing initiatives such as fairs, exhibitions, and community events and this generated 30%+ leads and drove conversions.
- Working with complementary industries and over 10 influencers on cross-promotions and social media campaigns to widen audience reach.
- Collaborating with over 5 retail partners and key outlets to plan and execute activations, events, and pop-ups that enhance brand visibility.

Graduate Sales & Marketing Intern

Jun 2025 - Sep 2025

Realhouse Communications Limited

- Revamped social media strategy, increasing impressions by 22% and follower growth by 12%.
- Managed content calendar and created multi-format content that improved engagement and sales.
- Executed cold email campaigns generating a 28% open rate and 11% click-through rate.

Digital Marketing Intern

Aug 2023 - Nov 2023

Connect SF Capital

- Boosted company visibility by **20%** through tailored social media strategies and campaigns, **reaching over 20,000 impressions on all social media platforms.**
- Played a key role in Email Marketing, effectively sending targeted cold emails to potential clients. Also developed engaging content that increased Medium and Sub- stack readership by 16%.

Newspaper Writer

Nov 2024 - Present

Inspire Youth Journal

- Authored 3+ articles on global development challenges including climate change, education access, and food insecurity, drawing over 1000 unique readers.
- Co-ordinates a monthly editorial team with contributors from countries like India, USA, Ghana and Bangladesh, fostering cross-border research themes.

Financial Co-ordinator

Oct 2023 - April 2024

Hult Prize Foundation

- Raised over ₦1,000,000 in sponsorships and achieved 100% budget targets.
- Convinced over 10 sustainable brands to support and mentor 50+ teams in planning their innovative ideas.
- Represented as an executive speaker in the semi-final nation-wide competition.

Sustainability Policy Writer

Sep 2024 - Dec 2024

ARI Sustainability Initiative Magazine

- Co-authored a research article titled “Geopolitical Priorities Shaping ESG globally”.
- Analyzed how geopolitical power dynamics, international relations, and global governance frameworks impact the adoption of sustainability initiatives across Africa, Asia and Europe.
- Recognized for outstanding research and was selected for a 1-on-1 mentorship with the magazine’s CEO.

Graduate Research Assistant

Jul 2023 - Dec 2023, Jun 2025 - Present

Department of Accounting, Covenant University & Caleb University

- Assisted faculty members of the department of accounting like **Dr. Amaka and Dr. Isibor** on their research projects.
- Designed structured questionnaires for their field research and performed data entry using **Excel**.
- Collected and cleaned data from **50+ Listed Nigerian Companies** using Annual Reports and Public statements.
- Enhanced project efficiency by 35% through automation of Excel models and error proofreading procedures.
- **Currently assisting Dr. Areghan Isibor on his research topic: “Corporate Governance and Firm Financial Performance” study, contributing to data analysis and research presentations.**

Founder

Dec 2024 - Present

My Local Impact Lab

- Manages over 10 volunteers, driving team collaboration and achieved objectives.
- Supported 30+ Nigerian students, particularly girls, in winning scholarships both in Nigeria

and abroad for their secondary school and tertiary education.

- Provided food aid to underserved children in Alimosho Local Government, Nigeria.

UNESCO Fundraising Volunteer

Jan 2023 - Aug 2024

UNESCO Youth Forum, Nigeria

- Raised over 2 million naira, which enabled 100+ children to resume school in Ogun state, Nigeria.
- Represented at speaking events such as the UNESCO & UNEVOC webinar and ICTVET2024 conference.

SELECTED LEADERSHIP & VOLUNTEER ACTIVITIES

- **Campus Ambassador, CowryWise** — Achieved over 1400+ new app downloads and converted over 200 students to regular users through campus campaigns. (2023-2024)
- **Student Brand Ambassador, Sunglo.oi Energy** — Promoted solar panel solutions and investments to over 1000 students, converting 500 to the company's community. (Jun 2023 - July 2024)
- **Team Member & Co-founder, Love Like Christ Foundation** — Provided aid to 200+ children and adults: clothes, food items and educational materials. Also paid a visit to the Red Cross Orphanage, Lagos branch. (Dec 2023 - Oct 2024)

CONFERENCES & WORKSHOPS ATTENDED

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| • 3rd International Conference on Innovation and Sustainable Development (ICISD) | 2024 |
| • Covenant University Finance Society Annual Conference (CUFS) | 2024 |
| • TEDx Covenant University Evolve Workshop | 2023 |
| • Association of Accounting Technicians Nigeria Conference | 2023 |

SELECTED HONORS & AWARDS

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| • First Place & Overall Winner of the African Pen-Impact Writing Contest (\$150) | 2023 |
| • Third Place-Chartered Institute Management Accounting Case Study Challenge | 2023 |
| • Leadership Award from the Vice Chancellor of Covenant University | 2023 |
| • Double Recipient of the Royal Commonwealth Society Silver Award | 2023 & 2024 |
| • Top 5% Research Project - Covenant University 19th Set | 2024 |
| • Departmental Research Award: Best Student under Dr. Amaka Supervision | 2024 |
| • Nalafem & Mexoxo Scholarship for the Take the Lead Program | 2025 |
| • Fate Foundation & Google Scholarship for Business Resilience Program | (2024-2025) |
| • Oxford University Partial Scholarship - Immerse Education Business Program | 2024 |

SELECTED LICENSES & CERTIFICATIONS

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| • Take the Lead Program Certification - Cornell University. | 2025 |
| • Jobberman & Mastercard Soft Skills Training - Propel | 2025 |
| • Public Policy Challenges of the 21st Century - University of Michigan | 2024 |
| • Public Policy for Social Change - University of Michigan | 2024 |
| • Global Diplomacy - The United Nations in the World - University of London | 2024 |
| • Finance for Non-Finance Professionals - Rice University | 2021 |
| • Accounting: Principles of Financial Accounting - IESE Business School | 2021 |
| • Fintech Risk Management - The Hong Kong University of Science & Technology | 2021 |

PROFESSIONAL MEMBERSHIPS

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| • Member of the Association of the Accounting Technicians (AAT) | 2023 |
| • Member of the Chartered Institute of Business Administration (ACIA) | 2023 |
| • Meta Certified Digital Marketing Associate - Meta | 2023 |
| • Harvard Aspire Leaders Alumni | 2025 |

SKILLS

- Digital Tools: Canva, Meta Business Suite, Google Analytics, Mailchimp, Buffer, Hootsuite, Capcut, SEO tools.
- Analytics: SPSS, Excel, R (in progress), Stata (basic)
- Content Skills: Copywriting, SEO writing, Editorial Coordination, Digital Storytelling, Video editing
- Soft Skills: Communication, Leadership, Project Management, Teamwork, Research, Public Speaking