

JOSEPH, IDARESIT EMMANUEL

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[Idaresit's Portfolio](#) | +2349036992387

I have shaped how brands are seen through campaigns, storytelling, and creative marketing. I create ideas and content that help brands connect with people, strengthen their image, and drive engagement and sales. I've led projects from ideation to execution, working across video campaigns, social media, brand communication, and advertising.

EXPERIENCES

Fhemfel Group, Abuja, Nigeria

Brand Strategist | December 2025 – Present

- Developed and executed brand and marketing campaigns across real estate and other business units, including seasonal campaigns, property launches, and promotions.
- Led campaign planning, messaging, creative direction, and content development, taking ideas from concept through production and execution.
- Supported PR and external communications by identifying and reaching out to journalists and media houses for coverage of company events, activities, and stories.
- Built relationships with media contacts, pitching relevant events and stories and coordinating with journalists to secure coverage across news and media platforms.

- Worked with designers, videographers, editors, CRM, and other teams to deliver campaigns that aligned with business goals and maintained consistent brand messaging.
- Managed influencer marketing activities, serving as the link between influencers and the company from briefing and communication to content delivery and campaign execution.
- Wrote and reviewed copy and creative concepts for billboards, flyers, social media, digital campaigns, and other marketing materials, while approving designs, videos, and final campaign assets.
- Developed brand storytelling and introduced video-led and culture-driven content formats that strengthened the brand's online presence and public image.

Content Marketer | January 2025 – November 2025

- Developed and managed content across social media and other digital platforms, creating copy and creative ideas tailored to different audiences.
- Wrote scripts and directed video content for social media, adverts, property campaigns, and other marketing materials.
- Planned and created content around the company's properties, promotions, campaigns, and key business activities.
- Wrote copy for social media, billboards, flyers, promotional materials, and other marketing communications.

- Worked with designers, videographers, editors, and other team members to develop and produce content from idea to execution.
- Developed storytelling-led content that made the company's properties and offerings more engaging, relatable, and easier to connect with.

Kwiq NG — Content & Marketing Associate | November 2024 – October 2025 (Remote)

- Planned and managed social media content around crypto, personal finance, market updates, and everyday money conversations.
- Came up with content ideas and wrote copy, captions, scripts, and other marketing content for the brand.
- Created product-focused content around Kwiq's features, including buying, selling, swapping, storing, and receiving crypto.
- Turned complex crypto and financial topics into simple, relatable content that everyday users could understand.
- Planned content calendars and developed a mix of educational, promotional, product-led, and trend-based content.
- Developed campaign and social media ideas to promote Kwiq's products and features and encourage platform use.

Ngage Media Global, Abuja, Nigeria — Content Strategist & Copywriter | January 2024 – January 2025

- Developed and executed content plans across social media, blogs, and email, contributing to a 45% increase in overall brand engagement.
- Supported development communication projects in partnership with NGOs, conducting audience research to understand the needs, interests, and behaviours of target communities and using these insights to shape relevant communication strategies and content.
- Developed stories and messaging that connected NGO initiatives with the people they were designed to reach, helping to raise awareness, encourage engagement, and influence positive behaviour.
- Developed video campaign concepts, wrote scripts, and worked with production teams to take campaigns from concept to execution, contributing to a 40% increase in video views.
- Wrote copy for billboards, flyers, social media, email campaigns, websites, newsletters, and other communication materials, adapting messaging to different audiences, channels, and communication objectives.
- Collaborated with designers, videographers, and other team members to develop and deliver communication materials, while also appearing in brand videos to support on-camera storytelling.

Beige Africa, Abuja, Nigeria — Digital Marketing Intern | October 2023 – January 2024

- Supported social media planning and created content for the brand's digital platforms.
- Wrote copy for social media, blog articles, newsletters, and other digital marketing materials.
- Researched and developed SEO-friendly blog content and contributed ideas for the brand's content strategy.
- Assisted with writing scripts and creating short-form video content for social media.
- Supported the planning and execution of social media campaigns and promotions.
- Researched trends and audience interests and worked with the marketing team to develop relevant content.

Kristina Reports -Content Writer. (Remote) September 2023 – September 2024

- Led the social media team to develop and implement content strategies, increasing online engagement by 35% and ensuring consistent brand voice across platforms.
- Created engaging and relatable content tailored to the company's audience, boosting follower growth and driving stronger community interaction.

- Established clear content creation guidelines, improving team efficiency and ensuring quality, on-brand output across all digital channels.
- Proofread and edited team-generated content to maintain high editorial standards and ensure clarity, accuracy, and consistency in all published materials.
- Captured and curated event-based multimedia content for the website and social channels, enhancing storytelling and improving event coverage reach.

Vokprime Blog- Content Writer | March 2023 - April 2024 (Remote)

- Conducted in-depth audience research, ensuring that all content was strategically aligned with the interests and needs of the target demographic.
- Adhered to brand voice and style guidelines, maintaining consistency and improving the company's online presence with each post.
- Produced high-quality, well-structured blog posts, driving a 25% increase in website traffic due to valuable, actionable content.
- Generated creative topic ideas, planning content ahead to ensure consistent and timely publication.
- Proofread and edited content meticulously, ensuring 100% accuracy and clarity in every blog post published.

VikoTV, Awka- Editor & Presenter (NYSC VOLUNTEER) |July 2022 - Sept 2022

- Co-hosted high-profile interviews, including one with a presidential candidate's spokesperson, increasing viewer engagement by 20%.
- Hosted and presented two youth-focused programs, growing regional viewership by 20% through dynamic content and audience interaction.

- Researched and gathered up-to-date news information, ensuring the accuracy and relevance of all broadcast content.
- Wrote and edited news scripts, delivering clear, engaging, and unbiased stories to a live audience.
- Collaborated with reporters and writers, elevating the quality of news coverage and streamlining editorial decisions for stronger impact.

Comfort 95.1 FM, Uyo - Graduate Intern | Sept 2021- Jan 2022

- Assisted in news research, gathering relevant and up-to-date information to support timely news reporting.
- Wrote and edited news briefs, delivering concise and engaging stories under tight deadlines for daily broadcasts.
- Conducted interviews for news reports, gathering critical insights and soundbites that enhanced the station's content quality.
- Contributed to social media content management, boosting listener engagement by promoting shows and updates across platforms.
- Shadowed senior journalists during field assignments, gaining hands-on experience that improved my reporting and production skills.

EDUCATION

University of Uyo, Akwa Ibom

Bachelor of Arts (B.A.), English and Literary Studies | 2021

SKILLS

Brand & Marketing: Brand Strategy, Campaign Planning, Marketing Communications, Content Strategy, Social Media Marketing, Influencer Marketing, Audience Research, Digital Marketing

Content & Copy: Copywriting, Scriptwriting, Content Creation, Storytelling, SEO Content, Email Marketing, Video Content, On-Screen Communication

Creative & Execution: Creative Direction, Campaign Development, Content Production, Video Editing, Social Media Management, Content Calendar Planning, Brand Messaging

Communication: Public Speaking, Presentation, Stakeholder Communication, Team Collaboration, Interpersonal Skills

TOOLS

Content & Social Media: WordPress, Buffer, Hootsuite, Canva, CapCut

CRM & Project Management: HubSpot, Zoho CRM, Trello, Asana, Monday.com, Slack

Email & Productivity: Mailchimp, Google Workspace