

ONYEDIKACHUKWU O NWADUKWE

kachinwadukwe@gmail.com | +2348119296695 | My Portfolio - <https://bit.ly/m/Onyedika-Portfolio>

Brand Strategist with 3+ years of experience developing growth-focused brand strategies for fintech, real estate, e-commerce, tourism, public relations, and non-profit organizations. Experienced in digital marketing, community management, and leveraging audience insights to build impactful, high-performing brands.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager

Bet9ja

Jan 2026 - Present

- Lead growth marketing initiatives for sports betting and iGaming products, developing strategies focused on player acquisition, engagement, retention, promotional offers, and overall brand growth.
- Manage and grow Bet9ja Discord betting community, creating engaging conversations around sports, betting, promotions, and product updates while strengthening player relationships and community loyalty.
- Drive marketing for sports-betting promotions and digital gift-card offerings, coordinating promotional communications, creative assets, influencer activities, and customer engagement initiatives across relevant channels.
- Coordinate influencers, sports creators, brand ambassadors, creative teams, and external partners to execute betting-related campaigns, content partnerships, promotional activities, and brand activations in line with campaign objectives.

Digital Marketer

Feb 2025 – Aug 2025

Fhemfel Homes

- Generated ₦200M+ in revenue through high-performing Meta and Google Ads campaigns.
- Built and managed an engaged 300+ member community using Reddit and Discord.
- Developed a location-first marketing strategy that emphasized ROI over amenities, improving property positioning and buyer interest.
- Led and managed a cross-functional team of five (Content Creators, IT Support, Graphic Designer, and Cinematographer).
- Partnered with the CRM team to improve client retention and implement Zoho CRM automations.
- Designed Mailchimp automation workflows to strengthen client communication, particularly with international customers.

Content and Community Coordinator (Volunteer)

Sep – Dec 2025

Change Narratives

- Managed social media content creation, scheduling, publishing, and community engagement across digital platforms.

- Developed mission-aligned content and creative strategies to increase audience engagement and brand visibility.
- Represented the organization at events while identifying opportunities to grow awareness and strengthen community presence.

Digital Marketing Manager

Jan 2023 – Dec 2024

Beta Digitals

Generated \$1M+ in revenue for e-commerce brands across fashion, home goods, and consumer electronics through performance marketing and website optimization.

Drove 5,000+ user sign-ups for fintech brands using data-driven acquisition strategies and conversion-focused landing page optimization.

Generated ₦50M–₦70M in revenue by driving customer acquisition for savings and loan products while supporting investor and partner acquisition campaigns.

Planned and optimized multi-channel campaigns across Meta, Google, TikTok, YouTube, and Snapchat, combining paid media with website optimization to generate £100,000+ in real estate sales.

Led and managed a cross-functional team of seven (Content Creators, IT Support, Graphic Designer, Cinematographer, UI & UX Designers, and Copywriter).

EDUCATION

Bachelor of Science (Mass Communication)

2016-2021

Nnamdi Azikiwe University, Nigeria