

MADU SHALOM CHINAZA

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PROFESSIONAL PROFILE

A highly motivated and versatile Mass Communication professional with experience in marketing, public relations, customer engagement, teaching, photography, and administrative support. Possesses strong communication, interpersonal, organizational, and problem-solving skills, with the ability to build positive relationships with customers and stakeholders. Proficient in developing marketing strategies, promoting products and services, managing customer relationships, using digital platforms, analyzing information, and working effectively both independently and as part of a team. A creative, adaptable, and results-oriented professional with a strong willingness to learn and contribute to organizational growth.

CORE COMPETENCIES

- Marketing & Business Development
- Public Relations & Customer Relationship Management
- Strategic Thinking & Marketing Planning
- Excellent Written & Verbal Communication
- Digital Marketing & Social Media Management
- Customer Engagement
- Data Collection & Analysis
- Administrative & Office Management
- Project Coordination
- Teamwork & Collaboration
- Problem Solving
- Creativity & Innovation
- Adaptability & Time Management
- Photography & Creative Design

WORK EXPERIENCE

God Divine Mercy Laboratory Services

Marketer | 2026 – Present

- Promote the company's products and services to existing and prospective customers.
- Identify potential customers and develop relationships that support business growth.
- Communicate product and service information clearly to customers.
- Follow up with clients and maintain positive customer relationships.
- Support marketing activities and contribute to achieving sales objectives.

Moniepoint Microfinance Bank

Public Relations Management | 2022

- Maintained positive relationships with customers and business clients.
- Communicated effectively with customers and addressed their inquiries and concerns.
- Assisted with customer engagement and relationship-building activities.
- Promoted services and supported customer retention initiatives.
- Maintained professionalism when interacting with customers and stakeholders.

UD Photos & Graphics, Umuahia, Abia State

Secretary / Photographer | 2019 – 2020

- Managed office documentation, correspondence, and administrative duties.
- Assisted with scheduling and coordination of daily activities.
- Provided photography services for clients and events.
- Maintained effective communication with customers.
- Assisted in organizing and delivering creative projects according to client requirements.

Ibrahim Memorial Academy, Minna, Niger State

Teacher | 2018 – 2019

- Prepared and delivered lessons to students.
- Maintained effective classroom communication and discipline.
- Assessed students' academic progress and provided appropriate feedback.
- Developed positive relationships with students and colleagues.
- Participated in school activities and administrative responsibilities.

O.Z Aluminum Company, Jabi, Abuja

Secretary — Internship | 2014 – 2015

- Performed general administrative and secretarial duties.
- Handled documentation and office correspondence.
- Assisted with filing and organization of company records.
- Responded to inquiries and supported day-to-day office operations.
- Maintained confidentiality and professionalism in handling company information.

Federal Polytechnic Oko — Barristers' Association / VickJackson's Chamber

Public Relations Officer (PRO) | 2013

- Assisted in communicating information to members and stakeholders.
- Supported public relations and organizational activities.
- Maintained positive relationships between the association and its members.
- Assisted with event coordination and communication.

EDUCATIONAL BACKGROUND

Federal Polytechnic Oko, Anambra State

Higher National Diploma (HND) — Mass Communication — Completed: 2017

Madonna International College, Umuabor, Nsukka, Enugu State

Senior School Leaving Certificate Examination (SSCE) — Completed: 2012

Ngodo Central Nursery & Primary School, Umunnechi, Abia State

First School Leaving Certificate (FSLC) — Completed: 2004

CERTIFICATIONS & PROFESSIONAL TRAINING

- Ordinary Diploma in Computer Studies — Dataword Computer Training Institute, 2024
- Certificate in Entrepreneurship & Employability — Whitefield Foundation, 2020
- National Youth Service Corps (NYSC) Certificate — 2019
- Higher National Diploma (HND) Certificate — 2018

PROFESSIONAL SKILLS

Strategic Thinking: Ability to develop and implement effective marketing strategies.

Communication: Excellent written and verbal communication skills with the ability to engage diverse audiences.

Data Analysis: Ability to collect, analyze, and interpret information to support business and marketing decisions.

Digital Literacy: Proficient in using computers, digital platforms, social media, and online communication tools.

Creativity: Ability to develop innovative ideas and creative marketing approaches.

Project Management: Ability to manage multiple responsibilities, prioritize tasks, and meet deadlines.

Collaboration: Ability to work effectively with colleagues, customers, and other stakeholders.

Adaptability: Ability to adjust quickly to changing work environments, market trends, and customer needs.

Photography: Skilled in photography and visual content creation.

Fashion Design: Knowledge and practical skills in fashion design.

PERSONAL DETAILS

Date of Birth: 23rd December 1994

Gender: Female

Marital Status: Single

State of Origin: Abia State

Nationality: Nigerian

HOBBIES & INTERESTS

Reading • Travelling • Meeting People • Photography • Creative Activities

REFEREES

Available upon request.