

OKORO SANDRA UJUNWA

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Lagos, Nigeria

Objective

Digital marketing specialist with experience in social media management, content creation, paid advertising, email marketing, SEO, and video editing. I have worked with small businesses to help them grow their online presence and connect with their audience. Looking for a remote role where I can contribute and grow.

Education

BSc in Public Health — Imo State University, Owerri 2019 – 2023

WAEC — Federal Government Girls' College, Umuahia, Abia State 2012 – 2018

Experience

Freelance Digital Marketer & Content Creator — Vicsan Consultancy (Remote) 2024 – Present

- Managed Facebook and Instagram pages for small business clients — writing captions, designing posts in Canva, and maintaining a consistent schedule that grew engagement.
- Set up and managed Facebook ad campaigns, adjusting audience targeting based on performance data and reporting results to clients.
- Created short videos and reels using CapCut to promote products and services in a natural, engaging way.
- Sent email campaigns through Mailchimp covering layout, copywriting, and tracking open rates.
- Carried out keyword research and basic on-page SEO to improve search visibility for client websites.

Certifications

- Digital Marketing Professional Certificate — Udemy
- Video Editing Certificate — Udemy
- Fundamentals of Digital Marketing — Google Digital Garage

Skills

- Social media management — Facebook, Instagram, LinkedIn, Twitter/X
- Paid advertising — Facebook Ads and Google Ads
- Email marketing — Mailchimp (campaign setup, design, reporting)
- SEO — keyword research and on-page optimisation
- Video editing — CapCut, DaVinci Resolve | Graphic design — Canva
- Tools — Google Analytics, Meta Business Suite, Buffer, Microsoft Office
- Strong communication, reliability, and ability to work independently