

NWAKAMMA CHINONYE KELLY

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PROFESSIONAL SUMMARY

Multidisciplinary digital professional with hands-on experience spanning UI/UX design, web and mobile development, digital marketing and Meta advertising, curriculum-based ICT teaching, and entrepreneurship. Skilled at building sales funnels, running paid ad campaigns (ROAS, CPA, CTR optimization), designing intuitive user interfaces, and developing educational content for secondary school Digital Technology/ICT curricula. Combines strong technical ability with business execution, having independently launched and managed digital product and reselling ventures targeting African markets.

OBJECTIVE

To leverage a versatile skill set across digital marketing, UI/UX design, web/mobile development, and education to drive measurable growth, deliver user-centered digital products, and support organizational goals through creativity, technical execution, and data-driven decision-making.

CORE SKILLS

Digital Marketing & Advertising

- Meta Ads Manager (Facebook/Instagram Ads) — campaign structure, audience targeting, iOS 14 attribution, Andromeda updates
- Performance metrics: ROAS, CPA, CTR analysis and optimization
- Sales funnel design and conversion optimization
- ManyChat automation and DM-based sales scripting
- E-commerce strategy for African markets (Nigeria, Kenya, Ghana, South Africa)

Design Skills

- Graphics Design & Brand Identity
- UI/UX Design, Figma, Adobe Photoshop
- User Interface Design & User Experience Research
- Prototyping & Wireframing

Development Skills

- Web Development (HTML, CSS, JavaScript)
- React / Next.js, Python
- Mobile App Development, Front-End Development
- API Integration, Responsive Design
- Version Control (Git/GitHub)

Education & Curriculum Skills

- Secondary school Digital Technology/ICT curriculum delivery (JSS1–SS3)
- Exam and assessment design with answer keys
- Lesson planning and classroom facilitation

Business & Entrepreneurship Skills

- Digital product creation and launch
- Sourcing, logistics, and inventory management (import/resale)
- Customer Service, Technical Support, Troubleshooting

Soft Skills

- Communication, Creativity, Teamwork, Adaptability, Critical Thinking, Attention to Detail

EXPERIENCE

ICT Teacher | God's Guide Academy (NYSC PPA Posting)

November 2025 – October 2026

- Teach Digital Technology/ICT to students across JSS1, JSS2, JSS3, SS1, SS2, and SS3.
- Design and deliver lesson plans aligned with the Nigerian secondary school ICT curriculum.
- Develop complete examination papers and answer keys for multiple grade levels.
- Introduce practical, technology-driven teaching methods to improve student engagement and digital literacy.
- Assess student performance and provide feedback to support learning outcomes.

Digital Marketing & Meta Ads Specialist | Self-Employed / Freelance

2023 – Present

- Plan and execute Meta (Facebook/Instagram) ad campaigns for e-commerce and digital product brands.
- Build and optimize sales funnels for African market audiences (Nigeria, Kenya, Ghana, South Africa).
- Monitor and improve key metrics including ROAS, CPA, and CTR to maximize campaign efficiency.
- Develop ad creatives, DM sales scripts, and ManyChat automations to support conversion.
- Apply knowledge of iOS 14 attribution changes and Meta's Andromeda update to refine targeting strategy.

Founder | Digital Products & Device Reselling Venture

2024 – Present

- Created and launched digital info-products, including AI prompt packs for small businesses and freelancers, sold via Nestuge.
- Managed end-to-end product development: ad creative, funnel copy, Canva mockups, and automation.
- Built a device reselling business sourcing tokunbo (UK-used) iPhones through vetted international suppliers and freight forwarders.
- Evaluated sourcing channels, shipping logistics, and margin analysis to inform inventory and pricing decisions.

Graphics Designer | Fiverr (Remote)

February 2020 – Present

- Create visually appealing graphics for digital and print media.
- Design brand identities including logos, colour palettes, and typography.
- Develop marketing materials such as flyers, banners, posters, and social media creatives.
- Collaborate with teams to translate ideas into compelling visual concepts.
- Maintain consistency in branding across all design assets.
- Deliver projects within deadlines while upholding quality standards.

UI/UX Designer | Freelance (Remote)

June 2020 – Present

- Conduct user research, interviews, and competitor analysis.
- Design user flows, journey maps, wireframes, and prototypes.
- Create intuitive and responsive interfaces for web and mobile apps.
- Test designs with users and implement feedback-driven improvements.
- Collaborate with developers to ensure smooth design implementation.
- Maintain design systems and reusable UI components.

Web & Mobile Developer (Lead Developer) | Khellious Web Designs

February 2018 – Present

- Develop responsive and user-friendly web and mobile applications.
- Write clean, efficient, and maintainable code using modern frameworks.
- Integrate APIs, third-party services, and backend functionalities.
- Perform debugging, testing, and optimization for performance.
- Maintain version control using Git/GitHub.

Social Media Manager | Fiverr (Remote)

April 2022 – 2024

- Plan, create, and manage content across social platforms.
- Develop social media calendars and posting schedules.
- Run targeted ad campaigns to increase reach and conversions.
- Analyze performance metrics and generate insights for growth.

Customer Service Representative | Edmond Solutions

May 2021 – 2023

- Respond to customer inquiries via call, email, or chat.
- Resolve complaints and escalate issues when necessary.
- Maintain customer records and document interactions.
- Ensure customer satisfaction through professional communication.

EDUCATION

- Higher National Diploma (HND) in Computer Science — Moshood Abiola Polytechnic, Abeokuta, Ogun State (2024)
- Ordinary National Diploma (OND) in Mass Communication — Moshood Abiola Polytechnic, Abeokuta, Ogun State (2021)
- Senior Secondary School Certificate — Ojota Senior Secondary School, Ojota, Lagos (2018)

RESEARCH & PROJECTS

- Web-Based Academic Management System — HND Final Year Project (November 2024)
- Development of Crime Reporting System for Moshood Abiola Polytechnic — ND Final Year Project (November 2021)