

Digital Marketing Specialist

Ozhioma Anie

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WEBSITES AND SOCIAL LINKS

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SUMMARY

Results-driven digital marketing professional with training in digital marketing strategy, data analytics, AI-powered marketing, and cybersecurity fundamentals. Experienced in content creation, marketing campaigns, online growth strategies, and customer engagement. Skilled at leveraging digital tools, SEO insights, and AI-driven marketing techniques to improve brand visibility and business growth.

EXPERIENCE

DIGIAL MARKETER | Jan 2024 — May 2026

Underground Studio - Abuja Nig

- Created compelling content that improved brand visibility and loyalty.
- Utilized analytics tools to track performance and refine strategies.
- Developed data-driven marketing strategies that enhanced ROI by 50%.
- Drove social media engagement up by 200% through creative content.

MARKETING TEAM MEMBERS | Jul 2025

Riraen A.I - Maakri, Harju County

- Expert in digital marketing strategies that boost online visibility.
- Skilled in SEO optimization, increasing organic traffic by 50%.
- Proficient in CRM tools, streamlining customer relationship management.
- Strong analytical skills, leveraging data to enhance campaign performance.

SUPERVISOR | Mar 2017 — Oct 2023

Moscow Underground Night Club - Wuse 2 Abuja

- Implemented training programs that boosted team productivity by 30%.
- Facilitated cross-department collaboration, enhancing overall efficiency.
- Recognized as 'Supervisor of the Year' for outstanding leadership and results.
- Championed a culture of continuous improvement, fostering team engagement.

NIGHT CLUB | Nov 2023 — May 2024

Throne Night Life - Abuja Nig

Assisted in managing daily nightclub operations, supervising staff, and ensuring excellent customer service in a fast-paced environment. Coordinated shift activities, handled customer concerns, supported inventory and cash handling procedures, and maintained smooth communication between departments.

Supervised 5–15 staff members per shift, including waiters, bar attendants, and support staff. Responsibilities included assigning duties, monitoring performance, training new employees, and ensuring efficient operations and professionalism during peak hours.

DATA ENTRY | May 2011 — Oct 2012

Covenant Investment - Abuja

- Implemented quality checks, enhancing accuracy to 99.9% consistently.
- Achieved recognition for outstanding performance in data management.

EDUCATION

Kogi Poly - Lokoja | Computer science

| 2012 - 2014

GDSS WUSE2 - WUSE2 ABUJA | SSCE

| 2003 - 2010

SKILLS

- Digital Marketing Strategy
- SEO & Keyword Research (SEMrush)
- AI Powered Marketing Tools
- Cybersecurity Fundamentals
- Marketing Analytics & Campaign Optimization
- Content Marketing & Social Media
- Marketing & Sales Techniques
- Data Fundamentals & Data Literacy
- Cloud & Emerging Technologies Awareness
- I.T SUPPORT

ACHIEVEMENTS

Developed marketing content strategies for social media platforms to increase brand visibility and engagement. Applied SEO tools and keyword research techniques to improve content reach and search discoverability. Created digital marketing campaign ideas for brands and creative studios. Utilized AI marketing tools for content generation, campaign planning, and optimization. Used data insights and analytics fundamentals to support marketing decisions.

CERTIFICATIONS AND LICENSES

Foundations: Data, Data, Everywhere – Google; Google IoT (Internet of Things): Wireless & Cloud Computing Emerging Technologies – Yonsei University; Intro to Cybersecurity – Cisco Networking Academy; Marketing and Sales Techniques – Development Bank of Nigeria Plc; Become an AI Powered Marketer – Semrush (Issued Aug 2025, Expires Aug 2026); Complete Digital Marketing Guide – Udemy

HOBBIES AND INTERESTS

- Digital Marketing Innovation
- AI in Marketing
- Cybersecurity Awareness
- Data Driven Marketing
- Emerging Technologies