

# Chineye Igbudu

Communications professional with a proven record of working with start-ups in disruptive industries. Proficient in creative strategy, client relations and brand communications with a penchant for ideating and solving problems through human-centred thinking.

Lagos, Nigeria  
(+234) 7050762748  
[igbuduchinenye@gmail.com](mailto:igbuduchinenye@gmail.com)  
<https://www.linkedin.com/in/chineyeigbudu/>  
<https://igbuduchinenye.medium.com/>

## EXPERIENCE

### *Social Media Marketing Specialist, HQ, Global* **Bolt Technologies Limited, Lagos.**

JANUARY 2022 - TO DATE

Facilitated the seamless integration of local marketing specialists into their roles, providing comprehensive training and guidance tailored to their specific market's social media tasks.

Work effectively with cross-functional teams across the business verticals to complete assignments.

Consistently produced global social monthly content and Evergreen resources across business verticals aligned with the MoM objectives

Ownership of reporting key SM metrics to the African market on a monthly and mid-month basis

Development of brand campaign flow and content for the *Get Free* Project and Bolt Food 2023 Rewind Project

Catalyzed engaging content creation with initiatives like Bolt on the Streets Vox pop submission.

Introduced Restaurant-Focused Reels for the Delivery vertical; enhancing brand visibility and engagement. The project recorded huge success in Estonia, Lithuania and Romania.

Production of training modules and guides to help local marketing teams utilise templates appropriately and source photos efficiently.

Provided ongoing support to local marketing teams and assumed responsibility for managing social media in markets without dedicated local marketing resources, ensuring brand presence and engagement continuity.

### *Social Media Marketing Specialist, Africa* **Bolt Technologies Limited, Lagos.**

AUGUST 2021 - DECEMBER 2021

Spearheaded strategic planning and execution of social content targeting African markets (Nigeria, Ghana, Kenya, South Africa, Uganda and Tanzania), with a focus on TikTok, Twitter and Instagram.

Developed and implemented innovative content strategies tailored to resonate with diverse African audiences and drive engagement.

Utilized market insights and trends to inform content ideation, ensuring relevance and cultural sensitivity in all campaigns.

Collaborated closely with cross-functional teams to ensure alignment between social content and overarching brand objectives.

Conducted regular audits and reviews to uphold brand integrity and mitigate any deviations from established guidelines.

Managed local budgets effectively to maximise ROI, allocating resources

## CORE COMPETENCIES

Creative Strategy  
Storytelling  
Content Strategy  
Consumer Insight  
Brand Strategy  
Client Service Management  
Market Research  
Copywriting  
Social Media Strategy

## ACHIEVEMENTS

Femi Odugbemi Award for Overall Best Student in Magic for IBX 21, 2019.

Employee of the Year, West Africa, Bolt, 2018.

Team Player of the Year, Fusion Group (Virtual hub), 2016.

Best Graduating Student, PR and Advertising Major, School of Communication, Lagos State University, 2015.

Overall Best Graduating student, School of Communication, Lagos State University, 2015.

strategically to amplify campaign reach and impact.  
Leveraged analytical tools and performance metrics to track spending and identify opportunities for cost savings and efficiency gains.

***High Priority Specialist, Sub-Saharan Africa***  
**Bolt Technologies Limited, Lagos.**

MARCH 2021 - JULY 2021

Worked as a member of Bolt's Regional Safety teams to maintain, support, and ensure continual improvement and adherence to Bolt's Incident Reporting System.

Successfully resolved hundreds of high-priority incidents across channels - in-app, email and social media.

Analysed incident data to develop risk mitigation strategies.

***Support Specialist: Social Media, Sub-Saharan Africa***  
**Bolt Technologies Limited, Lagos.**

OCTOBER 2017 - FEBRUARY 2021

Worked with the SSA marketing team on brand ambassador management, pricing analysis, communicating campaign metrics to CS teams and addressing high-profile queries.

Instrumental in creating a blueprint for customer support teams' engagement for social media campaigns.

Managed a team of customer support agents to handle social media queries in West Africa.

Successfully resolved 1500+ customer queries within a month.

Creation of customer support response template utilised across SSA markets.

Conducting refresher training for CS teams.

Engineered high-priority training curriculum for SSA and London customer support teams.

Handling partnership proposals for Nigeria in line with best terms and yearly marketing goals.

***Client Service and Operations***  
**Virtual Hub, Ikeja GRA, Lagos.**

APRIL 2016 - SEPTEMBER 2017

Negotiated Clients' contracts for high-profile clients.

Created client testimonials to survey satisfaction levels to drive customer loyalty.

Developed and published social media content to boost brand presence.

Planned monthly and quarterly assessments of the financial performance against budget and operational goals.

***Strategy and Planning Trainee***  
**SO&U, Opebi, Ikeja, Lagos.**

SEPTEMBER 2012 - OCTOBER 2013

Participated in strategy sessions for brands like ExxonMobil, Guinness [DIAGEO], Southern Sun Hotel and Ikeja Electrical Distribution Company.

Prepared monthly competitive reports on a client-specific market- financial institutions and Telcos.

Media monitoring and intelligence.

## EDUCATION

**Udemy**  
***Digital Marketing***

2020

**Orange Academy- CoolBrands House, Netherlands.**

***Integrated Brand Experience & Advertising***

2019

**University of Lagos, Akoka, Lagos.**

***M.Sc. Mass Communication***

2017 - 2018

**Lagos State University, Ojo, Lagos.**

***B.Sc. Mass Communication***

2010 - 2014