Nwachinemere Onwubiko

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SUMMARY

A versatile individual with experience in business management, digital marketing, data analysis including: exploratory data analysis, data visualization, hypothesis testing, logistic regression, and machine learning models like Naive Bayes and decision trees. Self-driven and willing to keep learning and growing with good team playing ability. Passion for finding solutions and helping companies make sense and find solutions with data.

EXPERIENCE

Apex Lava Resources Limited, Lagos, Nigeria.

Digital Marketer • 2018- 2020

Key Responsibilities

- Developed Digital Marketing Strategies; Creating and implementing comprehensive digital marketing strategies aligned with business goals and target audience preferences for purchase and sales.
- Search Engine Optimization (SEO): Optimized website content and structure to improve search engine rankings and increase organic traffic. Which involved keyword research, on-page optimization, link building, and monitoring performance metrics.
- Email Marketing Campaigns: Created and managed email marketing campaigns, including designing templates, writing compelling copy, segmenting audiences, and analyzing campaign performance to improve engagement and conversions.
- Analytics and Reporting: Analyzed digital marketing metrics and performance data using tools like Google Analytics, Adobe Analytics, social media analytics platforms to track campaign effectiveness, identified trends, and optimized strategies.
- Market Research and Competitor Analysis: Conducted market research and competitor analysis to identify opportunities, understood industry trends, and stayed ahead of competitors in the digital landscape.
- Collaboration and Communication: Worked closely with cross-functional teams such as design, content, sales, and product teams to align digital marketing efforts with overall business objectives and ensured cohesive brand messaging.
- Compliance and Ethics: Ensured digital marketing activities complied with relevant laws, regulations, and industry standards, including data privacy regulations and advertising guidelines.

EDUCATION

Baze University, Abuja, Nigeria.

2022 • Currently Enrolled in Master's Program - Business Management & Marketing

University of Calabar, Cross River, Nigeria.

2017 • Bachelor's Degree - Animal Science

CERTIFICATIONS

Google Data Analytics Certificate Coursera • 2023 • Data analytics

Google Advanced Data Analytics Certificate Coursera • 2023 • Data Science

British Airways Data Science Job Simulation on Forage - November 2023
- Completed a simulation focusing on how data science is a critical component of British Airways success
- Scraped and analyzed customer review data to uncover findings
- Built a predictive model to understand factors that influence buying behavior

KPMG AU Data Analytics Job Simulation on Forage - November 2023
- Completed a simulation focused on advising a client on customer targeting with the Data, Analytics & Modelling team
- Assessed data quality and completeness in preparation for analysis
- Analyzed data to target high-value customers based on demographics and attributes
- Developed dashboards to communicate findings with visuals

Accenture North America Data Analytics and Visualization Job Simulation on Forage - December 2023
- Completed a simulation focused on advising a hypothetical social media client as a Data Analyst at Accenture
- Cleaned, modelled and analyzed 7 datasets to uncover insights into content trends to inform strategic decisions
- Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders

Tata Data Visualization: Empowering Business with Effective Insights Job Simulation on Forage - March 2024
- Completed a simulation involving creating data visualizations for Tata Consultancy Services
- Prepared questions for a meeting with client senior leadership
- Created visuals for data analysis to help executives with effective decision making

SKILLS

- Strong analytical skills
- Effective communicator

- Active listening skills
- Proficiency in exploratory data analysis (EDA)
- Proficiency in regression analysis
- Proficiency with SQL, Python, R and Tableau
- Advanced modeling Statistical analytic
- Search Engine Optimization (SEO)