

UCHENNA GODSON

Nigeria
+2349063445535
godsonvivian70@gmail
.com

PROFESSIONAL SUMMARY

Experienced Content Strategist and Copywriter with a strong focus on remote work platforms and digital marketing. Proven track record in creating and executing content strategies that drive engagement and brand growth. Skilled in SEO, digital marketing, social media management, and multimedia content creation. Excellent communication and organizational abilities with a passion for storytelling and impactful results. Collaborative and driven, ready to enhance digital presence and support personal branding efforts.

EXPERIENCE

Love Ambassadors Ministries, Nigeria — Director of The New Media Directorate

JANUARY 2019- PRESENT

- Enhanced social media platforms, growing an active community of over 5,000 followers.
- Developed and implemented strategic content plans, achieving a 30% increase in content effectiveness.
- Created multimedia content that boosted audience engagement by 50%.
- Provided training and developed scalable media frameworks for affiliated churches.

BG Fragrance, Nigeria — Director, Social Media Management and Strategy

JANUARY 2021 - PRESENT

- Surpassed follower targets by 150% through strategic content creation and engagement tactics.
- Revamped brand messaging, leading to a 30% increase in digital platform engagement.
- Increased revenue by 25% through effective email marketing strategies.
- Innovatively produced multimedia content, enhancing interaction by 60%.

N & N Signature & Glowic Beauty Skincare and Spa, Nigeria — Social Media Manager and Content Creator

JANUARY 2017 - DECEMBER 2019

- Led organic growth strategies, achieving over 10,000 followers with curated content.

SKILLS

- **SEO Optimization**
- **Content Creation & Strategy**
- **Copywriting**
- **Research Proficiency**
- **Time Management**
- **Digital Marketing**
- **Social Media Management**
- **Creativity**
- **WordPress Proficiency**
- **Analytical Thinking**
- **Attention to Detail**

COMMUNICATION AND LEADERSHIP SKILLS

- Proficient in delivering clear and effective communication
- Strong leadership abilities, with a focus on team collaboration and productivity
- Capable of managing multiple tasks and projects efficiently

- Created compelling captions, resulting in a 50% surge in engagement.
- Managed client inquiries and fostered relationships, driving sales growth.

EDUCATION

Accra Institute of Technology, Ghana — *BEng* (September 2011 - February 2016)

Bachelor : Electrical and Electronics Engineering

CERTIFICATIONS

- **Google Career Certificate in Digital Marketing & E-commerce | Google | 2024**
- **Social Media Management And Advertising Specialist | Digital Marketing Skill Institute | 2024**
- **AI Career Essentials | ALX | 2024**