



# CHIDUBEM NWOSU

VIRTUAL ASSOCIATE | ADMINISTRATIVE, SOCIAL MEDIA



*I am a Virtual Associate with over 2 years of experience in building customer relationships and social media management. My core areas are Social Media, Customer Service and Administrative.*

## SPECIALIZATIONS

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- Instagram Marketing and Management
- Customer Relations Management
- Social Media Content Creation
- Pinterest Management

## WORK EXPERIENCE

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### Digital Marketing Analyst

2017 TO 2020

- Social Media Manager in a fashion startup as well as a branding and marketing company. Developed the social media plan, marketing and content strategies
- Created engaging pins, carousels, single posts, and reels that significantly increased engagement and followers
- Organically increased the Pinterest engagement by over 1,400% in 4 months, increasing sales on Etsy by over 300%
- Grew the Instagram community by over 100% in 3 months via paid advertising and organic content

## EDUCATION BACKGROUND

### THE FUNDAMENTALS OF DIGITAL MARKETING | DECEMBER 2019

GOOGLE DIGITAL SKILLS FOR AFRICA

### CUSTOMER SERVICE | NOVEMBER 2013

FLOW HOSPITALITY TRAINING UK