Oh no kari

Digital Marketing Professional

Anthony Odogwu

Social Media Management

Content Creation

PROFESSIONAL PROFILE

CONTACT

* I’m a proven Global Social Media Marketing professional with over 9 Commercial years of successfully creating, planning, leading, managing and delivering social media marketing campaigns that consistently hit business goals and objectives
* Responsible for leading ground breaking social media campaigns for FMCG APAC Brands such as PUMA, Adidas, MTV, Levis, Footlocker EU, ACER, L’Oreal, G shock & Diadora.
* Results orientated with a proven track record of producing positive *ROI –* Return on Investmentby generating leads and sustaining online audience engagement
* Professionally responsible for Award-winning global social media campaigns for both the Private/Public sectors
* I’m an Innovative, creative thinker, efficient & pro-active problem solver whilst building profitable business relationships with internal/external stakeholders.
* Management: Recruited, hired, and trained over 30 marketing and sales specialists, improving overall sales targets by 24%
* Proven record in managing product launches that increase brand awareness and sales
* Achievement: Directed launch of 12 new product lines, with total annual revenue of $1.3 billion

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EDUCATION

**2015**

Project Management (Prince 2) *APMG UK*

Professional Certificate in Social Media Marketing

*Institute Direct Marketing, UK*

InstituteDM

PROFESSIONAL EXPERIENCE

**Global Social Media Consultant**  
*Royal Institution of Chartered Surveyors - RICS / London, UK Present*

**July 2019 – Jan 2020 *(Contract)***

**2006 - 2010**

* I was responsible for: Co-ordination and oversight of all RICS social media accounts to ensure use is driving business outcomes, coherent messaging to users and sharing of best practices across staff personnel
* Demonstrable contribution to key business KPIs including commercial sales targets (membership and other products) through collaboration with sales and marketing colleagues, to boost the financial health of the organization
* Created and nurtured online communities – and a sense of community – through sharing relevant content, promoting discussion, engaging in conversations and encouraging interaction from users (especially members)
* • Pioneer new channels and ways for interacting with new and existing users, to ensure that we constantly evolving our practices and sharing the places where our customers are
* • Provide advice, training and support to colleagues on social content practices, to ensure that our communication standards are consistently high
* • Lead, manage and moderate online discussions under the RICS name.
* • Collaborate and support internal clients within RICS as part of the Corporate Comms team’s ‘internal agency’ approach.

BSc (Hons) Internet Technologies & E-Commerce *University of Hertfordshire,*

*England, UK*

KEY SKILLS/ C O M P E T E N C I E S

Account Management

**March 2019 – July 2019 *(Contract)***

**Digital Communications Consultant**

*Royal Borough of Kensington & Chelsea / London, UK*

* I was responsible for managing all Multi-channeled digital communications channels
* Managing stakeholder relationships between Gen Z centers & public-sector bodies to increase youth engagement
* Social Media Management and insight analytical reporting
* Digital Analytics and insight reporting
* Development of Digital marketing strategies to engage Gen Z & Millennial Audiences (Young people)
* Quantitative & Qualitative Research into new Digital Trends for emerging digital audiences

Buffer, Hootsuite, Sprout Social Sov

LatR (Instagram)

Social Media Listening

New Audience Acquisition

MS Office 18+

Digital Analytics & Insights

Project Management



Digital Marketing Professional

PROFESSIONAL EXPERIENCE

Facebook Business Manager

**Digital Communications Consultant**

*London Borough of Croydon/ London, UK*

**November 2018 – Feb 2019 *(Contract)***

Adobe Analytics

Brandwatch

* Responsible for the delivery of effective digital communications and publicity initiatives that promote and enable resident and customer involvement, engagement, liaison and consultation activities in relation to housing management, housing capital project and programme delivery, services and projects delivered by the district centers and regeneration (DCR) division and those delivered by other services.

Google Analytics

Social Media Strategy

CMS Management

**Social Media Marketing Consultant**

*Future Space Technologies/ London, UK*

**June 2018 – Nov 2018 *(Freelance)***

Digital Marketing

Management Consulting

* I was responsible for providing Social Media consultancy for a range of Brands within the FMCG sector.

Brand Management

**June 2018 – Nov 2018 *(Contract)***

**Social Media & PR Consultant**

*Department for Transport (DfT)/ London, UK*

Online-Community Management

* I was responsible for the PR & Social Media Management for the *Year of Engineering 2018* Nationwide campaign.

Brand Watch, Facebook,

Twitter, Instagram & LinkedIn

**June 2017 – Jan 2018 *(Freelance)***

**Social Media Marketing Consultant**

*Future Space Technologies/ London, UK*

**Social Media Marketing Consultant**

*Royal Academy of Engineering/ London, UK*

*/ London, UK*

**Jan 2017 – May 2017 *(Contract)***

* I was responsible for the Social Media Strategy & community management of the academy’s social media channels

Adobe Photoshop creative suite

Digital communications

**Feb 2016 – Dec 2016 *(Contract)***

**Digital Communications & Campaigns Consultant**

*Home Office/ London, UK*

*/ London, UK*

Stakeholder Management

**March 2013 – Jan 2016**

**Social Media Manager**

*The Black Agency, London UK*

*/ London, UK*

Account Management

**Digital Marketing Executive**

*The London Property Consortium, London UK*

*/ London, UK*

**August 2011 – Feb 2013**

Digital Campaign Management

**September 2010 – July 2011**

**Digital Marketing & PR Executive**

*Williams PR, London UK*

*/ London, UK*

People Management

Brand Development