

# Nneoma Osa-Odigie

(formerly, Nneoma Ohazurume)

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## WORK EXPERIENCE

### **Content Marketing Specialist** **Airstart (a Superside Company)**

*June 2022 to Present*

Building a social community that helps create equal opportunities for young ambitious creatives to upgrade their technical + workplace skills, and land their dream jobs in the global creative industry.

### **Content Specialist** **Fidelity Bank Plc**

*February 2021 to June 2022*

Handling B2B and B2C digital marketing campaigns, from planning to optimization. Responsible for developing content strategies and growing the Bank's social community.

### **Senior Copywriter** **Insight Publicis**

*March 2020 to January 2021*

Dedicated copywriter for the Nigerian Breweries team. Responsible for the development of creative strategy, ideation, and execution of various client briefs across multiple channels.

### **Copywriter** **Isobar Nigeria**

*June 2017 to September 2019*

Responsible for the conceptualization and execution of brand campaigns, leading strategic planning across social and digital platforms to deliver best-in-class content-driven campaigns for clients.

### **Copywriter** **Centrespread-GREY**

*October 2015 to June 2017*

Producing original, clear, and unique campaign ideas, presenting these ideas to clients and colleagues.  
Overseeing production (TV shoots, photoshoots, and live event coverage).

## EDUCATIONAL BACKGROUND

### **University of Stellenbosch Business School**

Cape Town, South Africa.  
Certificate Course in Digital Marketing  
2017  
Distinction

### **University of Ibadan**

Oyo, Nigeria.  
Bachelor's Degree in Economics  
2011 - 2015  
Second Class Upper Division

## PROFESSIONAL SUMMARY

A creative and collaborative creative strategist and content specialist with over 6 years of experience in the Marketing and Communications industry. Expert in driving growth and raising brand awareness through compelling brand narratives and customer-centric campaign strategies. Specializes in cross-channel marketing, digital communication, and social media management.

## SKILLS & PROFICIENCIES

- Fluent in English
- Limited working proficiency in French
- Copywriting and copy editing
- Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
- Proficient in the use of Canva, iMovie, Netcore, Social Bakers, Keyhole, Versus.

## VOLUNTEER WORK

### **Volunteer Communications Lead**

The Christian Partnership Food Share Event  
November 2021 - *Date*  
Implementation of communication strategy to get volunteers and drive footfall to events.

## AWARDS

**Insight Redefini 2020 Hackathon winner, Cristal, Creative X, LAIF (3x), and Pitchers Awards.**