

Nneoma Osa-Odige

(formerly, Nneoma Ohazurume)

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WORK EXPERIENCE

Content Specialist

Fidelity Bank Plc

February 2021 to Present

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.