

# Nneoma Osa-Odigie

(formerly, Nneoma Ohazurume)

FCT Abuja, Nigeria. | +2347080556246  
nneomaohatz@gmail.com | www.nneomaohatz.com

## 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.