

Andrea Onukwugha
andreaonukwugha@gmail.com
(443)-561-6022

SUMMARY

Social Media and Marketing Management with 3+ years of experience managing and monitoring social media. Marketing and strategizing campaigns, incorporating social media optimization strategies that help improve brand image, and utilizing content marketing to build brand awareness. I am seeking to leverage my Digital Media experience as a Social Media Analyst and Marketing strategist. I am available for full-time employment.

SKILLS

Digital Marketing- Content writing, communication, content curation, Search engine optimization, understanding media analytics, brand creation, media campaigns, scheduling posts, media management, Performance campaigns, search campaigns, graphic design, research-oriented, web audit, web design, planning and strategy

Software tools- SEM rush, HubSpot, Jungle Scout, Advanced Microsoft word, Advanced Microsoft Power Point, google ads, Instagram analytics and insights, Canva, asana, word press, WIX, jungle scout, cap cut

Soft Skills- Creative, leadership, strategic development, empathetic, active listener, organized, driven, conversational, detail oriented, analytical, tenacity, curiosity, persuasive, understanding, Competitive, adaptability, team oriented

PROJECTS

Paid Search Campaign Project: Created search campaign by Analyzing and comparing different SEO techniques through Google Ads and used SEMRUSH to collect data on keywords, quality score, Ad rank, and competitor data.

[Google AD 1](#)

[Google AD 2](#)

[Google ADS Report](#)

Social Media Marketing Project: Personal project displaying content creation skills, demonstrating creativity and the ability to keep up with trends/ think outside the box to draw audience attention and create brand awareness

[Content Creation](#) (please only open with PowerPoint app or mobile device)

Social Media Campaign: Tasked with growing and maintaining Sisterhood Organizations social media platforms, building brand awareness through social interactions, handling partnerships with other organizations, and creating weekly event flyers. Below are examples of Media Posts. (EMAIL)

Marketing research projects: Discovered and constructed a research piece that highlights a few different strategies for increasing link clicks in emails/newsletters through the MailChimp platform with sources and insightful recommendations included. -

<https://docs.google.com/document/d/1YrI-dGCpKXBBJqkzLWICJRvwVsq-KJ065d25vvbvus/edit?usp=sharing>

Linked in research project (NDA signed)- gathered information related to getting a business (and staff) on LinkedIn, best practices/ideas for nonprofits, and any other relevant info for LinkedIn that may be helpful for this project implementation of a non-profit organization

EDUCATION

Towson University, College of Business and Economics - Marketing Management

EXPERIENCE

Omada Health, California, April 2023-Present

Member Support Agent

- **Provided quality consultations** to 40+ members weekly, fostering brand loyalty
- **Recommended innovative solutions** in team meetings that improved member support processes, such as separate forum for case questions
- **Strengthened brand quality** by Identifying Customers' needs through actively listening to members concerns and reporting them during team meetings
- **Communicated accurate information** regarding health benefits, customer programs and products, providing exceptional customer service and high retention rates

Social Media Marketing and Content Creation, August 2023-November 2023

PoliticsandFashion (Contract)

- **Increased media impressions** by creating engaging newsletter posts and incorporating affiliate linking projects through various channels such as blog posts, Instagram stories, and YouTube community
- **Researched and incorporated** trending audio into content and curated product lists for brand campaigns which contributed to the growth of media outreach
- **Collaborated and communicated** with extensive brands and vendors
- **Constructed and edited vertical videos** used within cross-functional platforms such as IG, YT shorts, and TikTok
- **Provided on-site support and footage** for photoshoots, branding events, and branding campaigns

The Be. Org, Maryland, December 2020-July 2022

Social media and Digital marketer (contract)

- **Increased media impressions** by implementing content optimization tools such as stories, reels, and polls on variety of social media platforms including Instagram, TikTok, and Facebook
- **Pitched local media outlets** with effective messaging and promotional techniques
- **Reviewed quarterly reports** of social media analytics and reported areas of improvement regarding marketing
- **Created newsletter content** reflective of organizational goals, resulting in an 5.4% increase in customer engagement and media outreach

- **Monitored online marketing trends** and created a weekly checklist of new techniques and opportunities to media engagement

Sisterhood Organization, Maryland, May 2021-May 2022

Public Relations Chair

- **Pitched to local media outlets** and other organizations for event collaborations
- **Created and planned** weekly engaging posts
- **Communicated with target audience** and responded to queries in a timely manner
- **Utilized graphic design and organizational tools** such as Canva and google PowerPoints to construct and plan content