

# AUGUSTINE CHIDIEBERE

Media and Marketing  
Communications Specialist

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[iamaugustyn](#)



To:

Human Resource Manager,

Dear Sir/Ma,

I am writing to express my interest in the media and marketing position in your company. I am a 'full stack' Strategist and Content Developer with more than 3 years of experience.

I have worked with DKK Nigeria and iBrand Africa Inc as a PR and Digital Marketing Manager, providing top-notch marketing services for her clients.

I have also worked on accounts of Mastercard, NBA, Mainone, Fearless, Indomie, Colgate, Bigi, Lighting Africa, Mobihealth Intl, Engie, NLPC PFA amongst others.

With my substantial experience, I excel in:

- Marketing Strategy
- Digital marketing
- Copywriting
- Content development
- Social media management
- Brand Management
- Graphic design, Video Editing and Animation

I hope to join your company to contribute to her ongoing growth and continued success. It will be a great pleasure to be a valuable addition to your team.

I would love to meet you at an appropriate time to discuss this position in detail. Thank you for your consideration.

Yours Sincerely,  
Augustine Chidiebere

# AUGUSTINE CHIDIEBERE



iamaugustine4u@gmail.com



09048130246



Fadeyi, Lagos Nigeria



## PROFILE SUMMARY

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A dedicated and hardworking comms professional touching brands and businesses in an extraordinary way.



## CORE COMPETENCES

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- Strong communication and analytical skill
- Digital Marketing
- Content development and evaluation
- Creative team leadership
- Public speaking
- Social media management
- Proficiency in Microsoft office packages
- Time management
- Adept in graphic/visual design/animation
- Good research and presentation skills



## WORK EXPERIENCE

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### Strategy and Digital Executive at Plus Acuity

2021-Present

Clients: Indomie, Colgate, Hypo, Mr Chef, Fearless, Bigi

- Plan and pitch media and digital strategies to clients.
- Monitor campaigns
- Create ATL media plans for clients
- Prepared accurate reports on the marketing campaign's overall performance.
- Run Digital campaigns
- Manage social media account .

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### PR and Digital Manager, DKK Nigeria

2020-2021

Clients: NBA, Mastercard, Mainone, Mobihealth, Engie, NLPC PFA etc

- Created and pitched effective PR and Digital strategies to clients.
- Designed all aspects of influencer marketing.
- Managed social media accounts and organized digital campaigns.
- Prepared accurate reports on the marketing campaign's overall performance.
- Developed compelling visual content for all client communications.
- Developed and monitored campaign budgets.
- Coordinated with in-house advertising and media experts to improve marketing results.
- Optimized SEO.
- Developed content calendars and sent monthly email newsletters.
- Created professional video/animation content for all client communications.

## Social Media Executive, Phyllion

2020

Clients: Edgebase Tech, Bluechip Tech, Diversay

- Created PR and Digital Strategies
  - Created regular content calendar and visual content.
  - Managed social media accounts.
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## Communications Associate, iBrand Africa Inc

2018-2020

Clients: Total E&P, Kusnap

- Developed and implemented effective communication strategies.
  - Prepared detailed media reports and measured digital campaign success.
  - Created regular content publishing schedule.
  - Developed strong visual content.
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## Talent Manager, AIESEC

2015-2016

- Handled logistics for the 2016 AIESEC in Enugu Career fair, which had more than 1500 young people in attendance.
- Held the leader of delegates position for the National Leadership Conference in 2015 to ensure the local committee member's welfare and safety.
- Recommended new policies, approaches and procedures for recruiting and training new members.
- Ensured the maintenance of the local committee members records and their individual growth process.



## EDUCATION

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University of Nigeria Nsukka

2014-2018

Qualification: B.Sc Computer Science



## INTEREST AND ACTIVITIES

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- Coaching people
- Volunteering
- Reading and researching on new industry trends