

## CURRICULUM VITAE

# CHIDINMA BLESSING OBIOZO

Marketing Manager  
Brand & Growth Strategist  
Content Marketing Manager

## CONTACT

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Lagos, Nigeria

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## CORE SKILLS

- ▶ Marketing Strategy
- ▶ Brand Strategy
- ▶ Campaign Management
- ▶ Content Marketing
- ▶ Social Media Marketing
- ▶ Digital Marketing
- ▶ SEO & Web
- ▶ Marketing Analytics (GA4)
- ▶ Growth Marketing
- ▶ Team Leadership

## EDUCATION

### UNIVERSITY OF BENIN

B.Ed. Adult Education · 2020

## PROFESSIONAL STATEMENT

Results-driven **Marketing & Brand Strategist** with a proven track record of developing integrated campaigns that strengthen brands and drive measurable business growth. I specialise in data-backed strategies across social, digital and email that engage audiences and convert — consistently delivering up to **90% follower growth**, **25% revenue lift** from marketing initiatives, and **40% engagement** improvements. I combine creative brand storytelling with analytical rigor across technology, mobility, research, logistics, fashion and real estate.

## PROFESSIONAL EXPERIENCE

### GAMMA MOBILITY BY GIGMILE

JUN 2025 — PRESENT

Content Marketing Manager / Strategist

- Develop & execute integrated marketing strategy for a tech-driven mobility brand, aligning campaigns with acquisition and awareness goals.
- Manage multi-platform social across Instagram, LinkedIn & Twitter, achieving a **40% engagement increase** in Q1 through data-driven optimization.
- Launched an internal newsletter with a **65% open rate** and a monthly calendar framework that lifted execution efficiency **50%**.
- Partner with product & growth on conversion-optimized assets that improved app downloads and retention.

### HIGHBROW RESEARCH

JAN 2024 — JUN 2025

Content Marketing Manager

- Designed multi-channel campaigns across LinkedIn, Twitter, Facebook & Instagram, driving a **45% engagement** lift in six months.
- Delivered segment-targeted content achieving **90% follower growth** and a **35% click-through** improvement.
- Directed a brand-refresh campaign generating a **50% rise in mentions** and a **70% surge in website traffic**, tuned with GA, Hootsuite & Sprout Social.

### GOLDMIXX LIMITED

FEB 2023 — JAN 2024

Digital Content Specialist

- Produced B2B articles, case studies & thought leadership that lifted client acquisition **20%**.
- Established content frameworks & brand guidelines and led a team of 10, improving output efficiency **40%**.

## CERTIFICATIONS

Google Digital Marketing & E-commerce

HubSpot Content Marketing

Meta Social Media Marketing Professional

Google Analytics (GA4)

CIM — Professional Marketing (Level 4 / 6)

Darden School — Customer-Centric Strategy (Coursera)

Complete Digital Marketing Course (Udemy)

Full-Stack Web Development Bootcamp (Udemy)

## IMPACT AT A GLANCE

**90%**

PEAK FOLLOWER GROWTH

**70%**

WEBSITE TRAFFIC LIFT

**85%**

MORE INQUIRIES (COLLIBRA)

**65%**

NEWSLETTER OPEN RATE

## EXPERIENCE (CONTINUED)

### COLLIBRA, USA

MAR 2023 — SEP 2023

Social Media Officer

- Built a digital strategy spanning website UX, content & brand messaging that grew site traffic **40%** in Q3.
- Executed integrated web, social & email campaigns generating a **25% rise in qualified prospects**.
- Launched a targeted property campaign delivering an **85% increase in inquiries** and **70% better conversion** in three months.

### FFA FASHION SHOW

JUN 2023 — DEC 2023

Project Manager · Fashions Finest Africa

- Orchestrated end-to-end event marketing — brand positioning & multi-channel promotion — boosting attendance **30%**.
- Coordinated designer, influencer & media partnerships and a media-outreach plan that grew press coverage **30%**.

### BEAUTYMAVENN, LAGOS

MAY 2021 — PRESENT

Web Developer

- Build & maintain the brand's web presence, translating marketing goals into responsive, SEO-ready pages.
- Produce integrated digital assets and content that support campaign momentum and conversion.

## KEY ACHIEVEMENTS

- Drove **90% follower growth** and **45% engagement** gains across multiple platforms through targeted campaigns.
- Generated **25% content-driven sales** and a **70% website-traffic surge** via integrated initiatives.
- Led brand repositioning across organizations, lifting brand mentions **50%** and market positioning.
- Built & managed high-performing teams, improving content-production efficiency **40%**.

## ADDITIONAL EXPERIENCE

- Ella's Print — Customer Service Representative (2020–2022).
- Vibes FM 96.9 — On-Air Presenter, freelance (2019–2020).