

SKILLS

CMS And Social Media:

WordPress, Instagram, Facebook and YouTube

Language: Native English, Basic French

Working Knowledge: Figma, Canva, Google Ads, Facebook and Instagram Ads

Digital Marketing: SEO, Content/Copy/UX writing, Social Media Management

Others: Marketing, Mobile Video Editing, Commercials Production, Voicing, Presentation

CONTACT

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JANE LEMUEL

- A “best of both worlds”, **marketer** with deep expertise across both digital and traditional marketing platforms, and an ability to devise and execute Integrated campaigns that engage audiences and deliver strong ROI.
- **Creative Content/Copywriter** with over a decade of experience across radio and TV; ads copy for radio, TV and social media; blogging/vlogging; jingle production.

EDUCATION

Rivers State University

BSc. Marketing

COURSES ATTENDED

Udemy: SEO GUIDE 2022 – Modern SEO, Voice SEO, Video SEO, Local SEO, E-commerce SEO, Image SEO, SEO Content, SEO Link Building, UX SEO

February 2022 – date
Certificate in view

Domestika: The Art of Storytelling for Freelancers and Creators

May – June 2022
Certificate

The UX Writing Hub: A Taste Of UX Writing

January 2022

LinkedIn Learning: Content Marketing Foundation

Dec 2021

Accenture: Digital Skills – Social Media

May 2020
Certificate: Digital Skills

Accenture: Digital Skills – Web Analytics

May 2020
Certificate: Digital Skills

Kings College London: Business Management; Digital Marketing

June 2020
Certificate of Achievement

Google Africa: Digital Marketing

October 2019 – January 2020
Certificate in Digital Marketing

Radio Nigeria Training School: Radio Presentation

2013

Alliance Française, Port Harcourt: French Language Training (DEL F A2)

2010

WORK EXPERIENCE

MEDINA MASTERMIND, Port Harcourt, Rivers State

April 2022 – Date

A digital and creative agency

Digital Head (Part time/remote)

Manage the activities and processes of the organization's digital ecosystem including websites, social media and marketing campaigns.

WORKPEDIA Africa, Port Harcourt, Rivers State

Aug 2021 – March 2022

Africa's one-stop place for tutors, jobs and freelancing opportunities

Chief Operating Officer (COO)

HR Operations, Digital Marketing, Lead Generation and Development, Social Media Management, Procurement

JANELLE & JULES KREATIONS, Port Harcourt, Rivers State

Jan 2013 – Date

Art and Crafts company with emphasis on cultural (Ankara) wear, accessories, footwear and training.

Co-founder

Training, On/offline Marketing, Sales, Designs and Crafts.

JANELLE'S NOLLYWOOD DIARY, Port Harcourt, Rivers State

Jan 2019 – Date

A pet project that was started to change the negative sentiments of Nollywood movies (Nigerian movies), give the audience an idea of what they are investing in, save them time, money or data, while staying in touch with my passion.

Chief Vlogger/Blogger

Social Media Management, Content creation, Scriptwriting, Video Editing, Copywriting, Script Writing, Voice-overs, S.E.O

MONEYMALL NG, Port Harcourt, Rivers State

May – July 2020

A virtual arena where lenders and borrowers meet, an exclusive loan match maker.

SEO Strategist, Content Creator, Digital Marketer (Contract/Remote)

Maintained and created traffic on their social media platforms, SEO on website, copywriting, content creation, ads and social media management.

KOWORK NG, Port Harcourt, Rivers State

May 2019 – March 2020

Is a premium work space for businesses, companies, organizations and individuals

Client Relationship Manager

Obtained a detailed understanding of clients' internal processes and workflow to enable better service delivery and enhanced client and organization's relationships; Social Media Management and Content creation; represented the company in various professional organizations and activities, organized social events to foster and strengthen relationships among clients and organization.

Garden City Radio, Port Harcourt, Rivers State

July 2017 – December 2019

A state-owned radio station.

Radio Personality/Producer

Created, scripted, prepared and presented two weekly shows (on cinema movies and everyday living/happenings) for live radio broadcast and one recorded program for children; applied production skills to creatively utilize all aspects of digital production to build station imaging; created and scripted jingles, commercials and voice overs for clients.

Radio Nigeria, Atlantic FM, Uyo Akwa Ibom State

December 2011 – February 2015

A Federal owned radio station

Artiste (Contract/Full time)

Presentation, production, copywriting, scriptwriting and marketing