

**Lois Etemfa Oju**

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## **Role Of Frontend Designer and Social Media Marketer**

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### **PERSONAL DETAILS**

**Born:** February 11th 1989

**Marital Status:** Single.

**Country Of Origin:** Nigeria

**State Of Residence:** Abuja

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**Zenith** WASSCE(2007)

**Showers Intl. School.** NECO (2008).

**Caritas University, Amorji-Nike, Enugu.**

Bsc in Mass Communication. (2009-2013).

Certificate of completion in Media and  
Journalism training(**Push Africa**) ( 2016)

Oracle database 11.2g administrator, Certified professional(2012)( **Caritas University Amorji Nike & Data Base Domain**).

Six Months, Training on Social Media Marketing and frontend developing.(2021)  
(**Knowtixed Media**).

Entry level, frontend developer ( **Coursera**, in view)  
Entry level, Social Media Marketing ( **Coursera** in view)

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### **Work History**

**AIT Abuja(Kakaaki, RayPower)(2016-2019).** Media reporting/Video editing ( contract staff).

**Knowtixed Media(Social Media Markerting (2021-2023).** Social Media Marketing, website promotions, content creation,graphic design, video editing, web tracking, copywriting and web design.

**Janis Marketing (Media Buyer) (2023).**Content Creator, website promotions, copywriting, graphic design, video editing, online sales & marketing, web promotions. Web designs.

### **TechdailywithmummyDee (2021-Now) My personal gig:**

Content creation, Online Tutorials, online sales and marketing, copywriting on tech products, graphic design, video editing, email marketing, Google ads, YouTube ads, web promotions,social media marketing.

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**Specific Roles I played summarized as follows:**

**Strategist:** I developed and executed comprehensive social media strategies to increase brand visibility and engagement.

**Content Calender Creator:** I create content calendars for my clients on my personal gig and Knowtixed media.

**Monitor Industry Trends:** I check what's trending as related to my customers and what their competition is doing and how to identify opportunities.

**Sponsored ads:** I plan campaigns, set Key Performance Indicators, develop and manage sponsored ads and track using Google analytics, Pixels.

**Web Design:** I use HTML, CSS and JavaScript, WordPress to build websites. User friendly interfaces that are responsive.

**Online Growth:** Foster and grow our online community by encouraging user generated content.

**Graphic Design/Video editing:** I use knowledge of video editing software for the production of compelling content, graphic design flyers and educational templates.

**Copywriting:** I write copies, tell stories that result in huge turn over. I have a gift of telling stories, I use this to promote, sales and engagement.

**Ebook Creation:** I wrote books that generated leads for clients and in turn made them money. Sharing knowledge of your craft is a gift that will not stop giving.

**Online Marketing:** I set up strategies for lead magnet, tripwire sales, Core sales and profit maximizer or bundle sales. The best form to market to a cold, warm or hot audience.

**Return on Ads:** Adequate knowledge of SEOs, common keywords, I know how to set Key Performance Indicators, know when a CTR is negative and positive. How to edit a thumbnail to bring about a positive CTR. I track purchases on a website via pixel/UTC on Google analytic.

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**Software Proficient in**

**Adobe Premiere Pro, CapCut, Inshot, loom, lumen 5-** Create and animate videos.

**Adobe Photoshop, pixelab, canvas, mid-journey(AI)-** graphic design.

**Data entry& presentation-** Xcel, Word, Forms, Google classroom.

**Web Tracking-**Google analytics, Facebook pixel, Sniper

**Web Design-** WordPress, HTML, CSS, JavaScript,web-flow, google sites

**Email Marketing-** MailChimp.

**Landing page-** Canvas

**Copywriting-** Chat GPT

**Social Media Marketing-** Hubspot, Facebook Business Suite.

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### **Why Should You Hire Me?**

I am certain when going through my resume, there is something that's very consistent. My constant development and push for growth.

I always seek to generate leads, sales and more revenue to the organization I find myself in and I am very passionate about advertising and the media.

I am time conscious, funny enough most jobs I do come with deadlines and I have never missed any deadline.

Finally I understand that social media management is basically sales, marketing and presentation. A brand's choice of words, a brand style of communicating. Whether it is loud or recent,time of essence. And as a social media marketer, I am to communicate this to my audience.

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### **Some Honorable symbol**

Won a competition on literary symbolic essay by Natasha Akpoti.

Worked as a volunteer with a girls group reaching out and donating menstrual pads to teenagers.

I was web content manager for the ICT Senate Summit.

I was a vice president to the now defunct Sister Hub Abuja, where I was a coordinator.

I was a writer for a tech-blog for 3 months.

I have managed over 15 Facebook and Instagram accounts since 2022.

I did online tutorials on Google apps and basic design and video editing.

