

NZUBE CHUKWUKEZIE

3B Hilltop Street, University of Nigeria, Nsukka

+2348032123537 | nzubechukwuokezie@gmail.com | www.telesquib.com/profzubby

PROFESSIONAL SUMMARY

Highly versatile and results-driven Digital Marketer with over 10 years of experience in developing and executing comprehensive online strategies. Proven expertise in driving brand visibility, engagement, and conversions through strategic digital marketing campaigns, SEO, social media management, and compelling content creation. Adept at leveraging data analytics to optimize performance and achieve measurable business objectives. Seeking to apply advanced digital marketing skills to a challenging and impactful role.

CORE COMPETENCIES & SKILLS

Digital Marketing & Strategy:

- * Digital Marketing Strategy & Execution
- * Search Engine Optimization (SEO)
- * Paid Social Media Campaigns (Facebook, Instagram, TikTok, Snapchat, LinkedIn, Google/Youtube, X/Twitter Ads)
- * Content Strategy & Marketing
- * Performance Analytics & Reporting
- * Lead Generation & Conversion Optimization
- * Email Marketing Principles
- * Music Promotion & Distribution

Web Development & Technical:

- * WordPress Web Development
- * Website Design & Maintenance (UI/UX principles)

- * Website to Android App Conversion
- * SEO Audits & Implementation
- * Google Analytics & Webmaster Tools

Creative & Multimedia Production:

- * Video Editing & Production
- * Graphic Design
- * 3D Video Animation & Motion Graphics
- * Brand Storytelling & Messaging
- * Ad Creative Development

Social Media Management:

- * Social Media Content Planning & Scheduling
- * Audience Engagement & Community Management
- * Social Media Analytics
- * Business & Event Promotions

Soft Skills:

- * Excellent Communication (Verbal & Written)
- * Strategic Thinking & Problem-Solving
- * Data Analysis & Interpretation
- * Client Relationship Management
- * Project Coordination & Time Management
- * Adaptability & Continuous Learning

WORK EXPERIENCE

Web Designer, Content Creator & SEO Expert | TELESQUIB LIMITED | Nsukka, Nigeria

January 2016 – Present

- * Designed and maintained visually compelling and user-friendly websites, ensuring seamless functionality and engaging user experience to support digital presence.
- * Optimized web content for search engines, leading to improved organic traffic and search rankings through strategic keyword research and SEO best practices.
- * Crafted high-quality, audience-focused content for websites, blogs, and digital campaigns, aligning content strategy with business goals.

Digital Marketer & Social Media Manager (Various Clients/Freelance) | Nsukka, Nigeria

2014 – Present

* MAGEEKRESULT (2025), BELLYGLOSS (2025), SLIM SEXIE (2024-2025), IGBO EZUO (2023-2025), PEAKS IMPRINTS (2023-2025), LUCYBARTH STORE (2022-2025), UNIVERSAL MUSIC AWARD (2020-2023), OLIVER NAYOKA (2015-2025)

- * Developed and executed strategic digital marketing campaigns to significantly enhance brand visibility, audience reach, and drive sales/conversions across various industries.
- * Managed and optimized social media platforms, including running paid campaigns, developing engaging content, and analyzing performance metrics to boost engagement and strengthen brand presence.
- * Implemented SEO strategies for online content, contributing to improved search engine ranking and organic traffic growth.
- * Leveraged data analytics to track campaign performance, refine marketing strategies, and ensure optimal return on investment.

Video Editor & Social Media Manager | TMT ENTERTAINMENT LIT & MC COOLBAJ COMEDY | Nsukka, Nigeria

January 2015 – Present

- * Crafted engaging and high-quality video content for digital platforms, ensuring seamless storytelling, smooth transitions, and polished visuals.
- * Applied advanced video editing techniques, special effects, and motion graphics to enhance production quality and captivate audiences, supporting digital marketing efforts.
- * Managed social media platforms to expand brand reach, engage audiences, and drive content visibility for entertainment brands.

Graphic Designer | LUCYBARTH STORE | Nsukka, Nigeria

January 2022 – December 2025

- * Designed visually appealing and brand-consistent graphics for marketing materials, social media, and promotional campaigns, enhancing brand identity.
- * Created engaging layouts, logos, and digital assets to support online advertising and customer attraction efforts.

EDUCATION AND QUALIFICATIONS

Bachelor of Science in Computer Science | University of Nigeria | Nsukka, Nigeria

Graduated: 2018

Google Digital Marketing & E-Commerce | Roothub Scholarship

Completed: 2025

Social Media Marketing Guide: How to Grow on Social Media | Udemy

Completed: 2025

Student of Cyber Security | Roothub Scholarship

Completed: 2025

Wordpress Web Development for Absolute Beginner Zero to Hero | Udemy

Completed: 2025