
Okoli Ozioma Franca

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PROFESSIONAL SUMMARY

Dynamic and results-driven marketing professional with extensive experience in both B2B and B2C marketing. Having successfully run a personal business, I possess a deep understanding of various marketing strategies that drive results. Proficient in crafting and executing high-converting Facebook ads and adept at targeting the right audience for maximum impact. My expertise in business analytics, including market and competitor analysis, enhances my ability to develop data-driven marketing strategies. Skilled in graphic design and video editing, with proficiency in tools like Canva and Capcut, I bring a creative edge to visual content creation. Committed to leveraging my diverse skill set to contribute to the growth and success of a forward-thinking organization.

EXPERIENCE

02/02/2021 -
15/08/2023

- **Business development & Research Personnel**
Everight Diagnostic & Laboratory Services Limited
 - Conducted thorough market research identifying new business opportunities and market trends.
 - Executed strategies to get feedback seamlessly from customers leading to increased customers retention and satisfaction.
 - Identified and pursued partnerships, strategic alliance and collaborations to expand the laboratory's reach and services.
 - Oversee market campaigns and monitored sales performance to achieve revenues target.

25/05/2019 -
18/12/2020

- **Social Media Manager**
Sankwins Skincare Ltd
 - Developed engaging content across all social media platforms, leading to 50% increase in brand visibility and awareness.
 - Curated user generated contents which built trust and made the brand stand out leading to 65% increase in followers growth.
 - Analyzed social media trends and adjusted the companies media strategies to maximize engagement and reach
 - Used analytical tools to track campaigns performance and key metrics.

EDUCATION

2024

- **Birkbeck University of London**
Msc Business Analytics

2024

- **Accounting Hub**
Data Entry Academy
Passed

2021

- **Nnamdi Azikiwe University Awka, Nigeria**
Public Administration
4.0/5.0 CGPA (Second Class Upper)

SKILLS

- Very good written and Oral communication skills
- Marketing strategies and business development
- Social media advertising, asset and targeting
- Content creation , Graphics designing and Video editing
- Business Analysis and competitors analysis
- Use of third party apps like SEMRUSH, BUZZSUMO etc
- On time project delivery and very good leadership skills

CERTIFICATIONS

- Chartered Institute of Public Management, Nigeria (2021)
- Diploma in Social Media Strategy (Alison)
- Advanced Facebook and Instagram marketing class (Stuchboss, 2019)