



GENESIS AKPOLOYOWA

DIGITAL CONSULTANT

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ABOUT ME

I am a creative individual with a cheerful disposition. I am a fast paced learner that can thrive under Ideal conditions. I love collaborations and strongly believe in winning as a team. My communication skills are excellent, and I have a strong commitment to research.



Phone

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Email

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LOCATION

Abuja, Nigeria.

MY SKILLS

PROFESSIONAL SKILLS

- Brand Strategy
- Project Management
- Graphic Design
- Content Writing
- Video Recording
- Video Editing
- Photo Editing
- Product Launch Strategy
- Event Launch Strategy
- Product Campaign Strategy
- Marketing
- Email Marketing
- Branding Design
- International Recruitment

MY EDUCATION

JUNE 2015
DEC 2019

BACHELOR OF SCIENCE
UNIVERSITY OF BENIN

- Graduated in Computer Science.

SEPT 2008
SEPT 2014

SENIOR SCHOOL LEAVING CERTIFICATE
IGBOBI COLLEGE YABA

- Graduated in the Technical Class.

WORK EXPERIENCE

SEPT 2017

LEAD STRATEGIST

GBOLT MEDIA

- Developed Social Media Strategy for several brands.
- Offered Event Campaign Insights on several Projects.
- Developed Product Launch Strategies for various companies.
- Collaborated with different PR's on several projects with notable companies like MTN Nigeria, First Bank, My Paddi, Trace Entertainment, Indo Food Limited (Nigeria's top Noodle Brand), Nigerian Breweries etc.

SEPT 2021
PRESENT

MEDIA/ IT DEPARTMENT LEAD

PROCARE HOSPITAL ABUJA

- Developed Content Strategy.
- Co-ordinated Content strategy execution.
- Contributed and oversaw the launch of successful event campaign strategies.
- Responsible for daily technical fixes and troubleshooting.
- Oversaw all traditional and digital media operations.
- Co-ordinated all digital platforms including (Website, LinkedIn, Instagram, Facebook and Twitter).
- Handled Facility Management.

WORK EXPERIENCE

**JAN 2020
JULY 2021**

PR/IT CONSULTANT

EL-RAPHA HOSPITALS AND DIAGNOSTICS

- Oversaw the transition from paper-based record systems to an electronic records system
- Tested and reviewed features of the electronic system before deployment.
- Worked with the EMR Team to develop customized solutions for the company.
- Analyzed, troubleshoot and rebooted major digital channels for the organisation.

**JUNE 2018
NOV 2018**

INTERN

MOBICURE INTEGRATED SOLUTIONS (MY PADDI APP)

- Participated in Weekly Sprint Meetings.
- Learned Inclusive Graphics Design and Messaging.