



MFONOBONG EKPO

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SKILLS

- Messaging optimization
- Research, Academic & Creative writing
- Public speaking
- Trend monitoring
- Videography/Photography
- Analytical thinking
- Idea brainstorming
- Teamwork/Coordination
- Critical thinking
- Content creation

EXPERIENCE

Social Media Marketing Intern

July 2021 - Current

Lagos Business School | Aja, Lagos, Nigeria

- Major interface for the Netflix Project at LBS
- Researched marketing opportunities, content ideas, and community management best practices for social media.
- Facilitated communication between cross-functional teams with timely campaign updates.
- Met posting targets by prescheduling and coordinating posts.
- Developed content ideas for Instagram, Facebook, and other platforms based on specific target demographics.
- Optimized conversion through well-implemented and managed multi-platform social media content.
- Drove user engagement and supported customer service by replying to comments and monitoring responses.
- Managed social channels with compelling digital copy and content.
- Helped implement community management strategies across social channels.

Public Relations Media Manager

March 2021 - June 2021

Jetseed | Lekki, Lagos, Nigeria

- Prepared PR strategies for the company growth.
- Measured impact and improved media and content performance across channels.
- Handled social media pages and their analytics.
- Planned, implemented, and managed comprehensive public relations programs.
- Optimized communication strategies, identifying best methods to reach target audiences.
- Developed and executed social media programs to drive awareness and engagement.
- Communicated effectively with media using fresh, trendy, relatable and interesting contents.

Social Media Intern

June 2019 - August 2019

Wavelength Energy Company | Lekki, Lagos, Nigeria

- Managed and updated the company blog with articles.
- Tracked and reported on campaign performance for the marketing team.
- Developed image, copy, and video content across social channels centered on increasing brand awareness

and engagement.

- Assisted account managers with oversight of client social media accounts and posts.
- Researched, identified, and evaluated new digital channels and tools.
- Matched branding and company visual format through effective collaboration with development, multimedia, and design team.

Public Relations Intern

May 2018 - July 2018

SO&U Advertising Agency and PR Firm | Opebi, Lagos, Nigeria

- Prepared briefs and was heavily involved in events planning.
- I did some Copywriting with the Advertising company.
- I wrote articles and news releases.
- I learned a bit of PR practices.

Media Intern

May 2017 - August 2017

Planet FM Radio Station | Uyo, Akwa Ibom, Nigeria

- I performed News Reporting, both field sourcing and online.
- I was heavily involved in the preparation and airing of jingles.
- I wrote news stories, monitored trendy topics and wrote news stories on them.

EDUCATION

BSc: Mass Communications

December 2020

Covenant University, Ota, Ogun

- Member of Hospitality Unit
- Nikon Photography Certification
- APCON Certification
- NIPR Certification
- PEFTI Institute certification
- PEFTI Institute Certification 2nd Place
- Google Certificate