NWANI PRISCILLIA EBERECHUKWU
DIGITAL MARKETING SPECIALIST | SOCIAL MEDIA MANAGER | SEO & AI VISIBILITY
Enugu, Nigeria | 08135633287 | Priscilliaebere356@gmail.com

PROFESSIONAL PROFILE

Digital Marketing and Social Media professional with hands-on experience developing and executing digital strategies for technology, education, business and service-based brands. Skilled in social media management, content strategy, copywriting and script writing, SEO, AI visibility, paid advertising, email marketing, audience research, campaign planning, analytics and performance reporting. Experienced in translating business objectives into practical campaigns, content and digital communication across multiple platforms. Strong communicator with additional experience in field research, data collection, education and stakeholder engagement.

EDUCATION

Bachelor of Arts in English Education (B.A. Ed) | University of Nigeria, Nsukka (UNN)
2018 – 2023

West African Senior School Certificate (WAEC) | Queen of the Rosary Secondary School, Nsukka
2012 – 2018

First School Leaving Certificate (FSLC) | Model Primary School, Nsukka
2006 – 2012

TECHNICAL & DIGITAL MARKETING SKILLS

- Digital Marketing Strategy & Planning
- Social Media Management & Community Engagement
- Content Strategy & Content Development
- Copywriting & Marketing Script Writing
- SEO & Keyword Research
- On-Page SEO & Search Intent Analysis
- Local SEO & Google Business Profile Optimization
- AI Visibility & AI Search Optimization
- Meta/Facebook & Instagram Advertising
- Google Ads & Paid Campaign Management
- Email Marketing & Audience Segmentation
- Lead Generation & Conversion-Focused Marketing
- Audience Research & Customer Persona Development
- Brand Positioning & Brand Awareness
- Campaign Planning, Execution & Optimization
- Social Media Analytics & Performance Reporting
- Content Calendar Development

- Short-Form Video & UGC/Ad Creative Strategy
- Competitor & Market Research
- AI-Assisted Marketing & Content Workflows
- Canva & Visual Content Creation
- Google Analytics
- Microsoft Excel & Word
- Mailchimp

PROFESSIONAL & TRANSFERABLE SKILLS

- Written & Verbal Communication
- Research & Information Gathering
- Data Collection, Analysis & Reporting
- Report Writing & Documentation
- Project Coordination
- Time Management & Task Prioritization
- Problem Solving & Critical Thinking
- Creativity & Innovation
- Team Collaboration
- Customer & Audience Relations
- Presentation Skills
- Attention to Detail
- Organization & Administration
- Adaptability & Willingness to Learn
- Working Independently
- Leadership & Initiative
- Decision Making
- Accountability & Professional Ethics

PROFESSIONAL EXPERIENCE

Social Media Manager | Nanocodes Programming Limited
2025 – 2026

- Managed Instagram, Facebook, Twitter/X and LinkedIn, aligning digital communication with business and brand objectives.
- Developed content calendars, campaign concepts, captions, graphics and short-form video content for awareness, education and engagement.
- Planned and executed Meta advertising campaigns, monitored campaign performance and adjusted targeting and creative strategy.
- Supported SEO, content marketing and AI visibility initiatives through keyword research, search-intent analysis, content optimization and digital presence improvements.

- Used ChatGPT and Claude AI to support research, copywriting, content ideation, campaign development and marketing workflows.
- Produced social media and campaign performance reports to identify opportunities and inform business decisions.
- Collaborated with internal teams on product launches, promotions, campaigns and brand positioning.

Independent Monitor | World Health Organization (WHO), Kaduna — NYSC Placement
2024 – 2025

- Conducted field monitoring of immunization campaigns and community health outreach programmes.
- Collected, verified and submitted daily reports on campaign progress, field activities and community feedback.
- Collaborated with health workers and local authorities to identify and resolve challenges during field activities.
- Built trust and engagement within communities while supporting effective stakeholder communication.

Primary School Teacher | Command Children School, Ribadu, Kaduna — NYSC Placement
2024 – 2025

- Taught Health Education using tailored, learner-centered instructional methods.
- Developed lesson plans and instructional materials to support student learning and performance.
- Organized extracurricular activities that encouraged participation, confidence and engagement.

SELECTED DIGITAL MARKETING & BRAND WORK

- Developed digital content strategies for technology, education, study-abroad, business and creative-service brands.
- Created marketing scripts and short-form video concepts structured around audience pain points, solutions, transformation and clear calls to action.
- Developed SEO-focused strategies covering keyword research, search intent, on-page optimization, local SEO and content opportunities.
- Worked on AI visibility strategies to improve brand discoverability and representation across AI-powered search and answer systems.
- Developed and supported Meta advertising campaigns, including campaign objectives, audience targeting, ad creative, monitoring and optimization.
- Created content calendars, educational content, promotional campaigns and brand assets using Canva and AI tools.
- Supported digital growth and awareness initiatives for brands including Nanocodes, TechVerve, Scholarix, SaleTick, and N22 Studio.

TOOLS & PLATFORMS

Meta Ads Manager • Facebook • Instagram • TikTok • Twitter/X • LinkedIn • Google Analytics • Google Ads • Mailchimp • Canva • ChatGPT • Claude AI • Microsoft Excel • Microsoft Word

REFERENCES

Available upon request.