



# Kelechi Molokwu

Creative | Employing data to efficiently manage digital platforms | Content Creator & Social Media Manager

Bristol, UK

[Portfolio link](#)

[Portfolio file](#)

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## Links

[Website](#) [LinkedIn](#)

## Languages

English (Native)

## About

Results-driven and creative professional with a strong background in social media management, content creation, and brand design. I am passionate about leveraging data-driven insights to maximize marketing impact and drive brand awareness. With expertise in Google Analytics, Mailchimp, and social media strategy, I excel in executing successful email marketing campaigns and engaging target audiences.

Throughout my career, I have played a key role in implementing effective marketing strategies, overseeing the implementation of clients' marketing plans, and ensuring content alignment with brand guidelines and objectives. I have a proven track record of growing client reach, resulting in increased market performance and lead generation.

My experience extends to collaborating with cross-functional teams, actively engaging with clients and stakeholders, and fostering strong relationships to achieve project goals effectively. I have a keen eye for design and have contributed to the development of cohesive brand identities across multiple media channels.

I hold a BSc in Information Technology and have conducted research on user interactions with dark patterns on web platforms. I am certified in Visual Design and possess a diverse skill set that includes social media strategy, content planning, copywriting, Mailchimp, and project management.

Outside of work, my interests include cooking, sleeping, off-the-grid living, body-building, traveling, and enjoying classic shows like The Fresh Prince.

I am always eager to take on new challenges and contribute to the success of dynamic organizations. Feel free to connect with me to explore potential collaborations or discuss industry trends.

### BRANDS WORKED WITH

Acumen Digital

Vivid Imagination

## Experience



### Social Media Editor & Content Creator

Vivid Imagination | Jan 2023 -

### Visual and Content Designer

| Jul 2022 - Feb 2023



### Lead Social Media Designer

Acumen Digital | Aug 2021 - Jul 2022



### Product Designer

Acumen Digital | Aug 2020 - Aug 2021



### Design Intern

Acumen Digital | Jan 2020 - Aug 2020

## Education & Training

2019 - 2022

### Middlesex University

First Class, Bachelors, Information Technology

