

CHINOMSO EZEH

CONTENT CREATOR

SKILLS

- Content Creation
- Media Communications
- Social Media/Web Management
- Creative writing
- Digital marketing
- Customer Service
- Project management

EDUCATIONAL HISTORY

- Bachelor's Degree
English Language & Literature
Smith College | 2012 - 2018
Minor in Economics
- Certificate of Completion
Smith-Tuck Business Bridge
Program | 2015

LEADERSHIP

- **Head Resident**
**Smith College Office of Residence
Life | 2012 - 2016**
- Facilitated community development
for 84 students through active and
passive programming
- **Selected Participant**
**Phoebe Reese Lewis Leadership
Program | 2014 - 2015**
- Proposed a marketing and outreach
strategy for the rebranding of the
Ada and Archibald MacLeish Field
Station

PERSONAL PROFILE

I'm a creative writer with valuable experience in content creation for multiple social media platforms. My expertise and method of creativity are supported by a keen attention to detail, a pro-active approach to problem-solving, identifying, and analyzing customers' needs and the ability to effectively work independently and with a group.

WORK EXPERIENCE

Freelance Writer & Content Creator

Freedom With Writing | June 2018 - present

- Create visual content for brands on various social media platforms, blogs, websites, publications and for product advertising
- Analyze data on key metrics on clients' social media accounts

Customer Service Representative & Social Media Manager

American Provisions | July 2019 - May 2020

- Ensured total customers' satisfaction through consistent direct and indirect engagement
- Increased sales through active and passive sampling of products
- Created engaging content for the company's Instagram account with over 8000 followers
- Maintained an appealing ambiance through the smart stocking of goods in the store and creative signage
- Facilitated procedures for safe food preparation and presentation

Customer Service Representative

Tahaza Hummus Kitchen | April 2019 - June 2019

- Improved customer satisfaction by introducing feedback questionnaires
- Implemented safety procedures for food preparation and presentation

Communications Intern

Africa Leadership Initiative West Africa | July 2017 - January 2019

- Managed website via the Wordpress backend
- Created and managed content for all social media accounts
- Coordinated marketing campaigns on Instagram, Facebook, Twitter and Mailchimp
- Designed quarterly newsletters
- Developed an improved management system for ongoing alumni projects to improve impact assessment