

# JUDE IRIA

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## PROFESSIONAL SUMMARY

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Executive and results-driven professional with 3+ years of experience and a proven track record in digital marketing, website management, and strategic communications within the non-profit sector. Adept at developing and executing impactful marketing strategies to enhance organizational visibility, engagement, and fundraising efforts. Skilled in leveraging digital platforms to drive growth and achieve measurable results. Passionate about empowering young individuals to thrive and succeed.

## INHERENT SKILLS

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| ✓ Digital Marketing Strategy  | ✓ Great organizational skills   |
| ✓ Website Management (WordPress, SEO)                               | ✓ Excellent time management   |
| ✓ Content Creation and Management                                   | ✓ Strong communication skills (written and oral)                                |
| ✓ Social Media Marketing (Facebook, Instagram, Twitter, LinkedIn)   | ✓ Interpersonal skills  |
| ✓ Campaign Development and Execution                                | ✓ Team player   |
| ✓ Analytics and Reporting (Google Analytics, Social Media Insights) | ✓ Adaptability  |
| ✓ Budget Management and Cost Optimization                           | ✓ Creativity  |
| ✓ Team Leadership and Collaboration                                 | ✓ Problem-solving abilities   |
|   | ✓ Client relationship management  |
|   | ✓ Proficiency in social media tools(Hootsuite, Meta Business suite, buffer etc) |

## WORK EXPERIENCE

### Social Media Manager

Delaware, USA

Non-profit School Inc. – 06/2024 – Date

- Develop and implement comprehensive social media strategies to increase follower base and engagement rates.
- Create and curate compelling content across platforms to expand organic reach and enhance post interactions.

- Manage social media advertising campaigns with a focus on optimizing conversion rates and reducing cost per acquisition.
- Monitor social media analytics regularly to track performance metrics and inform strategic adjustments.
- Establish partnerships with influencers and stakeholders to broaden brand reach and credibility.

**Director, Media and Website Marketing.**

**Ormond Beach, FL**

***Community Thrive – 08/2023 – 03/2024***

- Developed and executed comprehensive digital marketing strategies to promote Community Thrive's mission and programs, resulting in a 30% increase in website traffic and a 25% growth in social media followers over 8 months.
- Managed the organization's website, ensuring timely updates and content optimization, which led to a 40% improvement in user engagement metrics and a 20% increase in online donations.
- Spearheaded the creation and implementation of targeted social media campaigns, driving a 50% increase in engagement rates and doubling the reach of fundraising initiatives within the young adult demographic.
- Utilized analytics tools to monitor and report on digital marketing performance, providing actionable insights that guided strategic decisions and improved campaign ROI by 15% year-over-year.
- Collaborated with cross-functional teams and external partners to align marketing efforts with organizational goals, resulting in successful partnerships that expanded Community Thrive's outreach by 30% across community events and workshops.

## **EDUCATION**

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**Bachelor of Science (B.Sc) in Zoology** – *Ambrose Alli University, Ekpoma Edo state.* – 02/2020 – 12/2024 (*Expected Graduation*)

**Bachelor of Business Administration** – *University of the People*– 02/2021- 02/2025 (*Expected Graduation*)

## **CERTIFICATIONS & TRAININGS**

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- *Developing your linkedin Brand* – LinkedIn learning – 08/2021
- *Personal Branding , Professional Networking* – LinkedIn learning– 10/2021

- *Coaching skills for leaders and managers and Active listening* – LinkedIn learning – 02/2023
- *Social Media Marketing and Management Masterclass* – Udemy – 03/2023
- *Wordpress Masterclass* – Udemy – 02/2023