



ROSEMARY ONYEKA

Digital Content Creator / Social Media Coordinator

My Contact

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Hard Skill

- Copywriting
- Photography,
- Videography, Premiere Pro
- Social media management
- Canva
- Microsoft word
- Proficient in Adobe Creative Suite software
- Website Design Management and Project Management

Soft Skill

- Time management
- Decision making
- Communication
- Multi-tasking

Education Background

- Humber College Institute of Technology & Advanced Learning
Diploma in Media Communication
Jan. 2022 - April 2023
- Babcock University, Nigeria
Bsc in Mass Communication
Sep. 2014 - June 2018

About Me

Digital Content Creator/Social Media Coordinator with a passion and experience for creating engaging, high-quality content across a range of platforms and media, including LinkedIn and Instagram. I have the ability to conceptualize, produce, and edit visually stunning digital content, effectively communicating key messages, appealing to target audiences, and driving results.

Experience

CIBC | Client Engagement Representative 2023 - Present

Key responsibilities:

- Effectively triaged client traffic flow to connect with the CSRs or appropriate advisors and explain why it is the best option based on their needs.
- Provided digital assistance to clients to reduce the wait time based on their needs and also explained the benefits of using alternate banking solutions.
- Professionally resolving customer complaints and providing them with solutions.
- Reviewing team member's schedules daily to know who is available for walk-in appointments.
- Assist with non-cash transactions through the client's mobile/online banking, the ATM, or my iPad.

Vitrac | Marketing Intern

2023 - 2023

Key responsibilities:

- Conceptualized, developed, updated, and managed social media accounts, which included Twitter, Instagram, Facebook, and LinkedIn.
- Created consistent content that follows the current trend of the brand of the company and the social space.
- Grew account following from 450 to 5k followers and increased engagement across social media platforms Instagram, Twitter, and LinkedIn.
- Created Digital brand guidelines for the social platform and also created engaging text, video, and image content.
- Brainstormed ideas and scheduled posts for social platforms.
- Created engaging copy that made use of SEO words to improve engagement

Achievements / Certificate

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| 2022 | Humber College / Leadership Development |
| 2023 | Humber College / Dean's Honour Roll |