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SUMMARY

Marketing & Content Specialist with 8+ years of experience creating engaging digital content, copywriting, editing, brand storytelling, and strategic communications across international organisations and media brands. Experienced in developing social media content, newsletters, blogs, website copy, campaign messaging, and promotional materials while maintaining a consistent brand voice across multiple channels. Skilled in Canva, content planning, email marketing, community engagement, social media analytics, and cross-functional collaboration. Passionate about creating meaningful content that connects with audiences, builds brand loyalty, and supports business growth.

EXPERIENCE

Marketing Coordinator

Global Forum for Media Development

May 2021 – February 2023, Fully Remote

- Developed and executed content strategies across website, LinkedIn and social media channels while maintaining a consistent global brand voice.
- Wrote, edited and proofread newsletters, promotional campaigns, blogs, website copy and press releases.
- Created digital marketing assets and branded promotional materials using Canva.
- Supported social media campaigns by producing engaging content aligned with audience needs and organisational objectives.
- Collaborated with cross-functional teams to deliver marketing campaigns for international projects.
- Planned and managed content calendars, ensuring timely publication across multiple channels.
- Monitored campaign performance and social media engagement to optimise future content strategies.
- Produced stakeholder communications and promotional content that increased audience engagement by 25%.
- Maintained brand consistency across all communication materials and digital platforms.

Content writer

Organized Crime and Corruption Reporting Project

June 2024 – October 2025, Bosnia

- Produced engaging digital stories designed for online audiences across multiple platforms.
- Edited and proofread content to ensure clarity, consistency, grammar and brand quality.
- Worked collaboratively with editors and designers to produce compelling multimedia content.
- Used audience insights and digital storytelling techniques to maximise content reach and engagement.
- Delivered high-quality copy under tight deadlines while maintaining editorial excellence.

EDUCATION

Bachelor of Arts, English and Literary Studies

University of Nigeria, Nsukka • Enugu, Nigeria • 2017

SKILLS

Marketing & Content Creation

Content strategy

Copywriting

Content Editing

Brand voice and Tone

Canva

Social media management

TikTok content

Community Engagement

Email mark

Newsletter Production

Content planning
