

Esther Udo Thomas

Junior Digital Marketer

Abuja, Nigeria

Professional Summary

Organised and self-motivated professional with over a decade of experience in protocol and relationship management within an international charity organisation. Currently transitioning into digital marketing with hands-on experience in content creation, social media management, and Meta Ads campaign execution

Core Competencies

- Digital Marketing Strategy (Entry-Level)
- Customer Acquisition & Audience Engagement
- Social Media Management (Facebook, Instagram, WhatsApp)
- Content Creation & Visual Design
- Meta Ads Campaign Execution (Basic)
- Tools Proficiency (Canva, CapCut, Meta Business Suite, Google Workspace, Slack, Miro)
- Project Coordination & Deadline Management
- Process Improvement & Workflow Optimization
- Stakeholder Engagement & Communication
- Protocol & Relationship Management
- Team Collaboration & Independent Execution

Work Experience

- Junior Digital Marketer
- Executed digital marketing activities for a baby shop brand, focusing on content strategy, customer acquisition, and audience engagement
- Created and edited marketing content (images, reels, and promotional videos) using Canva and CapCut
- Managed content across Facebook, Instagram, and WhatsApp Business, improving brand visibility and consistency
- Assisted in running Meta Ads campaigns (Facebook & Instagram) to increase reach, engagement, and customer inquiries
- Used Meta Business Suite and Google Workspace (Docs, Sheets, Drive) for campaign planning, coordination, and reporting
- Supported improved customer engagement through structured digital marketing efforts

Education

- 2019 – 2021 Master of Arts (MA), International Relations

University College Cork — Ireland

- 2011 Bachelor of Arts (BA), History & International Relations

University of Calabar — Nigeria

- 2010 West African Senior School Certificate Examination (WASSCE)

Certification

Workplace Fundamental Skills ITrain Africa

Technical Skills

- Canva – Graphic design for social media content, flyers, and marketing visuals
- CapCut – Video editing for short-form content (Reels, Ads, promotional videos)
- Meta Business Suite – Social media management, scheduling, and performance insights
- Meta Ads Manager – Basic setup and management of Facebook and Instagram ad campaigns
- Google Workspace (Docs, Sheets, Drive, Calendar) – Content planning, reporting, file management, and scheduling
- Slack – Team communication and collaboration in remote work environments
- Miro Board – Visual collaboration, brainstorming, and campaign planning
- Gmail – Professional communication and coordination
- Gemini (AI Tool) – Content ideation, research support, and marketing assistance

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