

VICTORIA C. EMEREONYE

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EDUCATION

Master of Arts in Communication
Western Illinois University (WIU) – Macomb, IL

May 2024
GPA: 4.0

Bachelor of Law with Honors in Law and Security Studies
2020
Babcock University

August
GPA: 4.0/5.0

SKILLS

Hard Skills: SPSS; Canva; Capcut; Adobe Photoshop; AMS Systems; Microsoft Office; Google Suite; Social media analytics; Communication audit and research (reading, writing of scholarly and popular literature and speaking English); PowerBI; SQL; Tableau; Legal Research & Writing; Contract Management; Regulatory Compliance; MailChimp; Birdsend; Hubspot; Asana; Monday.com; Trello; Hootsuite; Notion.

Soft Skills: Analytical Thinking; Negotiation; Client Relationship Management; Problem Solving; Conflict Management; Leadership Development; Adaptability; Team Collaboration; Customer Relations and Sales Techniques; Event Coordination; Community Engagement; Time Management; Ethical Judgement; Cultural Competence; Languages.

WORK EXPERIENCE

Sales & Communications Assistant – Oxford Auto Insurance, Chicago

July 2024 – Present

- Perform daily customer service activities like interacting with customers to enabling strategic adjustment to meet targets while implementing customer feedback to improve good service delivery and drive customer loyalty by 90%.
- Execute persuasive skills using tailored communication that aims at building relationships with customers to foster trust and increase growth that results in monthly goals and target achievement of the organization by 70%.
- Manage customer inquiries finding the best solution to their issues to increase client satisfaction and retention at 92%.
- Coordinate payments using premium finance software while also documenting, sending reminders, and maintaining client transactions.
- Generate reports on a daily and monthly basis while assessing overall payment performance using audit results to analyze customer behavior and communication breakdowns.

Digital Marketing Intern – WIU Libraries, Illinois

January – May 2024

- Increased social media (Instagram & Facebook) engagement by 410% through strategic monthly research, planning using a content calendar, and content creation (pictures, videos and designs using CRM and AI software tools).
- Integrated copywriting and communication strategy to craft compelling captions and visuals to increase reach which resulted in a 132% increase in followers.
- Increased campus engagement by 80% through public relations and marketing campaigns, promoting cultural awareness, and creating engaging content for events.
- Enhanced community interaction by 220% through information sharing, community management, providing resources, and providing weekly management of social media platforms.
- Assisted in coordinating and promoting events and funding through outreach, grant proposal and press release writing, while collaborating with stakeholders to track and analyze metrics to develop ideas that improve the overall library success.

Instructor (Graduate Teaching Assistant - Public Speaking/Speech Communication) – WIU, Illinois

August 2023 – May 2024

- Solely planned, executed, and assessed two public speaking classes each semester, teaching and enhancing learning outcomes for 75+ students through tailored instructional strategies and constructive feedback.
- Incorporated educational technology to create engaging learning experiences, designed and delivered strategic content boosting student confidence and skill acquisition by 70%.

YouTube & Tiktok – Personal Project (Content marketing)

October 2022 – July 2024

- Created and edited captivating videos and pictures that produce 70,000 + views which led an increase of 340% in community engagement and subscriber growth through strategic storytelling and video editing skills.
- Improved subscriber growth and viewer retention by 150% by producing high-quality content, conducting audience research, analyzing performance metrics, and optimizing content strategy to target the appropriate audience and retain community loyalty.

RELEVANT GRADUATE COURSEWORK & CERTIFICATIONS

- Seminar in Message Production & Persuasion
- Advanced Organizational Communication
- Empirical Research in Human Communication
- Social Media Marketing and Management – Udemy **2024**
- Social Media & Content Marketing – Hubspot **2022**
- Seminar in Interpersonal Communication, Social Influence and Administrative Ethics
- Digital Marketing – Google **2022**
- Project Management and Customer Relationship Management – New Horizons **2019**