



# Cynthia Eze

Communications And Business Strategist



## Professional Summary

Diligent Communications Specialist with 3 years progressive career across both internal and external communications. Offering excellent management and organizational skills to coordinate multiple, concurrent projects. Articulate writer with talent for creating engaging content.



## Work History

2019-10 -  
Current

### Communications and Business Strategist

Etta Atlantic Memorial Hospital, Ikate, Lagos state.

- Developing effective communications and business strategies.#
- Managing Internal and External Communications (Memos, brochure, newsletters.
- Drafting content for mass media or company's website.
- Manage social media marketing campaigns and day-to-day activities including creating relevant content topics to reach the company's target customers.
- Conduct online advocacy and open a stream for cross-promotions; Develop and expand community and/or influencer outreach efforts; Design, create and manage promotions and Social ad campaigns; Manage efforts in building online reviews and reputation; Monitor online reviews and respond to each review; analyze key metrics and tweak strategy as needed.

2019-03 -  
2019-09

### Communications Analyst

Kendor Consulting Limited., Lekki, Lagos state



## Contact

### Address

Ejim Apartments, Prince  
Ibrahim Eletu Avenue,  
Osapa-London.  
Eti-Osa, Lagos State,  
11000101

### Phone

08175646695

### E-mail

cynthiaeze8080@gmail.com



## Skills

Strong Communications Skills  
●●●●●  
Excellent

Creative Writing and  
Content Creation  
●●●●●  
Excellent

Strategic Thinking and  
Implementation Skills  
●●●●●  
Very Good

Time Management  
●●●●●  
Very Good

Team Liaison  
●●●●●  
Very Good

Sales and Administrative  
Support  
●●●●●  
Excellent

Advanced Knowledge of  
Microsoft Word, Wordpress,  
Adobe, & Web Publishing.  
●●●●●

- Optimize the product lead nurturing processes to move prospects through the sales funnel effectively and ensure that the required volume of marketing qualified leads are generated.
- Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns.
- Manage social media marketing campaigns and day-to-day activities including: Develop relevant content topics to reach the company's target customers.
- Conduct online advocacy and open a stream for cross-promotions; Develop and expand community and/or influencer outreach efforts; Design, create and manage promotions and Social ad campaigns; Manage efforts in building online reviews and reputation; Monitor online reviews and respond to each review; Analyze key metrics and tweak strategy as needed.
- Demonstrate ability to map out a comprehensive marketing plan.
- Drive strategies that are proven by testing and metrics.
- Create Monthly Newsletters and Email-marketing.
- Moderator and Contributor for the HR Nigeria Forum.
- HR Analyst; training coordination and report writing
- Telemarketing and Sales Support.

Very Good

Information Gathering and Analysis



Very Good

Marketing plan development



Very Good

2017-01 -  
2019-12

## Client Relations Specialist

Nairabet.Com, Lekki, Lagos

- Build long-term customer relationships and advise customers on purchases and promotions.
- Liaison between customers, management and sales team.
- Identify chronic customer issues by creating and maintaining customer complaint log.
- Refer unresolved customer's grievances to designated departments for further investigation.



## Education

2012-09 -  
2016-06

### ● Bachelor of Science: Psychology

Covenant University - Ota, Ogun State

- Graduated with a Second Class Upper Division
- Knowledge and practical experience in Core Courses such as Clinical, Rehabilitation, Abnormal, Industrial, Psychobiology, Developmental, Pharmacology, and Cognitive Psychology.
- Completed Required departmental internship in Psychiatry, which took place in General Hospital, Katsina state.



## Additional Information

### ● PROJECTS

#### **HIV/AIDS Testing Clinical Counseling Project 2015**

- Conduct Research Analysis and Risk Management.
- Screening and testing of patients.
- Follow ups and treatments to affected patients with adherence and counselling administration.
- Patient support for prevention and reduction of psychological morbidity associated with HIV infection
- Therapeutic management.  
*National Hospital, Garki Abuja.*

#### ● **Hit & Tell — Creative Writer & Founder 2018**

Developing Original content & Creative Writing  
Freelance Writing  
[www.hitandtell.wordpress.com](http://www.hitandtell.wordpress.com)

- Communications Analyst for Local Taste Place. (2019)
- Volunteer for Lagos Food Bank (Profit Non Organization Movement) (2019)
- Content Writer for Born Winners Empire (2018)



## Certifications

- Nigerian Model United Nations Society (NigMuns)

2008.

- Diploma Certificate in Leadership Development 2016.
- Customer Relationship Management (New Horizons Computer Learning Center)
- Diploma Certificate in Leadership Development 2016.
- Covenant University Psychology Student Association Award for Writer of the year 2016.
- National Youth Service Corp, Stream 2 Batch B 2017.