



# Victoria Chinyere OMERAKWA

## Seeking internship starting May, 2026

### MY ADDED VALUE

MSc student in Digital Marketing passionate about content creation, social media strategy and brand storytelling. Skilled in Canva, WordPress, Mailchimp and basic SEO known for strong communication, adaptability and a growth mindset. Eager to apply creative thinking and marketing tools in real-world campaigns and collaborate with dynamic teams.

### PROJECTS AND PRACTICAL EXPERIENCE

- 10/2024 **SEPHORA ENTRY MARKET PROJECT (ACADEMIC)**
- 12/2024 **THE AMERICAN BUSINESS SCHOOL, PARIS**
  - Spearheaded a 3-person team to analysis Sephora's expansion into Tunisia, crafting a comprehensive 20-page strategic report alongside competitor benchmarking.
  - Formulated a localization plan and influencer marketing strategy targeting Gen Z, projecting a 25% potential engagement uplift within 3 months.
  - Engineered pitch materials using Canva and presented to a panel of 5 faculty members; feedback rated "excellent" in innovation and clarity.
- 11/2022 **OPERATIONAL & BRAND MANAGER**
- 08/2024 **BGN CLEANING SERVICES, ABUJA (NIGERIA)**
  - Led a rebranding initiative with content strategy updates across Instagram and WhatsApp Business, enhancing brand visibility and engagement.
  - Acquired hands-on experience in small business marketing, solidifying my commitment to pursue career in digital marketing.
- 01/2025 **CONTENT CREATOR**
- PRESENT **PERSONAL BRANDING PROJECT, PARIS**
  - Crafting lifestyle and educational content for YouTube & TikTok focused on international student life in Paris.
  - Developing video scripts, editing, SEO-friendly titles and engaging captions to enhance visibility and reach.

### EDUCATION

- 09/2024 **THE AMERICAN BUSINESS SCHOOL OF PARIS**
- 05/2026 **MASTERS OF SCIENCE IN DIGITAL MARKETING**
  - Digital communication & social media.
  - Principles of international strategic marketing.
- 09/2015 **ABIA STATE UNIVERSITY UTURU (NIGERIA)**
- 09/2019 **BACHELOR'S OF SCIENCE INDUSTRIAL CHEMISTRY**

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### CORE SOFT SKILLS

- Teamwork
- Problem-Solving
- Time Management
- Leadership
- Adaptability
- Strategic Thinking

### CORE COMPETENCIES

- Microsoft Office
- Website Creation & Editing (Wix, WordPress)
- Email Marketing (Mailchimp)
- Canva Design
- Content creation (video, blogs, social posts)
- SEO basics

### LANGUAGES

English - C3 / Native

French - A1 / Basic

### CERTIFICATES

- Google Digital marketing Fundamentals (2025).
- HubSpot Email Marketing Certification (2025).