

ISIMA AWURI BASSEY

Digital Media & Communications · Content Creation · Social Media Management

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PROFESSIONAL SUMMARY

Dynamic and detail-oriented graduate with hands-on experience in digital media, content creation, social media management, and digital marketing strategy. Adept at building content calendars, running paid ad campaigns, developing audience personas, and managing end-to-end sales funnels. Proven ability to grow and engage audiences through data-driven strategies, as demonstrated through managing social media presence for the Love and SAGA podcast. Combines a strong scientific background in analytical thinking with emerging digital and communications expertise, making me well-suited to support IOM Nigeria's Digital Media & Communications function.

DIGITAL MEDIA & MARKETING EXPERIENCE

Social Media Manager | [Love and SAGA Podcast](#)

2025 – Present · Nigeria (Remote)

- Manage all social media platforms for the podcast, developing platform-specific content strategies to grow audience reach and engagement.
- Create and maintain structured content calendars, scheduling posts and campaigns aligned with episode releases and audience interests.
- Develop detailed audience personas (avatars) to shape messaging, tone, and content direction across channels.
- Design and execute digital campaigns to promote new episodes, driving traffic and listener conversions.
- Monitor analytics and engagement metrics to assess performance and refine content strategy iteratively.

Digital Marketing Practitioner | [Self-Directed / Training Projects](#)

2024 – Present · Nigeria

- Built and optimized sales funnels to guide target audiences from awareness through to conversion, applying copywriting and CTA best practices.
- Ran and managed paid advertising campaigns, handling ad setup, targeting, budgeting, and performance tracking.
- Developed customer avatars/audience personas to inform campaign targeting and messaging for digital products and services.
- Created content calendars integrating organic and paid strategies across social media platforms.
- Completed formal training in Digital Marketing at Digital Marketing Skill Institute Nigeria, covering SEO, SEM, social media strategy, email marketing, and analytics.

PRODUCT & OPERATIONS EXPERIENCE

Product Management Intern | [BeTechified](#)

2026 – Present · Nigeria

- Participated in structured product management training covering product strategy, user-centred design, Agile/Scrum, and roadmap planning.
- Led contributions to ScholarIQ, an EdTech MVP concept, conducting user research on a dataset of ~500 learners to identify drop-off pain points and co-designing a progress-tracking solution.
- Applied MVP thinking, iterative product development, and problem-framing principles to real-world product challenges.

Community Outreach Volunteer | [FHI 360 – Four Pillars Plus Project](#)

2018 – 2019 · Calabar, Nigeria

- Supported sensitization campaigns across schools and communities on gender-based issues and bullying prevention.

- Assisted in data collection, logistics coordination, and collaborative planning of outreach activities.

EDUCATION

B.Sc. Microbiology | Cross River University of Technology (CRUTECH)

2018 – 2025 · Nigeria

- Final year research project: identification of pathogenic microorganisms in stockfish head using standard microbiological isolation and analysis techniques.
- Developed strong analytical thinking, research methodology, and data interpretation skills applicable to communications research and campaign analytics.

KEY SKILLS

Digital Media & Communications:

- Content creation & copywriting · Social media management · Content calendar planning · Paid advertising (Meta Ads)
- Sales funnel design · Audience persona / avatar development · Digital campaign management · Analytics & performance tracking

Tools & Platforms:

- Google Workspace · Microsoft Office · Social media platforms (Instagram, Facebook, Twitter/X, LinkedIn) · Basic Canva & content design tools

Soft Skills:

- Strong written & verbal communication · Teamwork & collaboration · Analytical thinking · Attention to detail · Fast learner · Adaptability

CERTIFICATIONS & TRAINING

- Digital Marketing Skill Institute Nigeria — Digital Marketing Training
- BeTechified — Product Management Training (Agile, Scrum, MVP, Product Strategy)
- She Leads Africa — Virtual Assistant Training
- Horebson Resources — Human Resources & Skill Acquisition
- Rivers State — NYSC Red Cross Certificate
- CRUTECH — B.Sc. Microbiology

I hereby declare that the information provided in this CV is true and accurate to the best of my knowledge.

Isima Awuri Bassey · Rivers State, Nigeria · May 2026