

Ogechi Ajawara

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DIGITAL & COMMUNICATIONS EXPERIENCE

Dentsu Creative, Social Media Manager, Remote

April 2023-Current

Strategize for brands like 7-ELEVEn, Sour Patch Kids, and Burger King, driving engagement through innovative content ideation, copywriting, and platform management. Execute content calendars, manage client relationships, and deliver detailed performance reports to optimize brand presence across multiple social platforms.

- Executed high-impact community management by integrating brands into viral and trending moments, directly engaging with users, brands, and creators, while developing and maintaining a distinct social tone of voice
- Proactively identify and quickly capitalize on real-time reactive opportunities through social listening, briefing and developing impactful content ideas, and executing surprise-and-delight initiatives to drive fan engagement
- Collaborate within an integrated team, working cross-functionally with creative, paid social, influencer marketing, and client leadership teams to deliver comprehensive content strategies for key clients
- Produce and present detailed weekly, monthly, quarterly, and ad-hoc reports to refine social strategy, identify growth opportunities, and develop optimization plans with performance analytics, key insights, and competitive analyses.
- Drove significant sales conversion of key product offerings through strategic organic content, achieving notable results such as a 33% increase in Frozen Fanta sales and a 12% boost in milkshake sales

Zeno Group, DE&I Digital Team Intern, Chicago, Illinois

February 2022-August 2022

Managed the day-to-day operations for the DuSable account by implementing procedures that streamlined our efforts and improved the efficiency of client communications for secured exhibits and rebrand launch

- Increased social following for DuSable Museum by 15.7% and engagement rate by 19% by developing a social media strategy by creating a social media template, content calendar creation, and writing copy
- Coordinated with several vendors and outside organizations on producing media events and Juneteenth celebration festive for DuSable's rebrand launch generating national media coverage
- Advised internal agency on DEI-related work and Black external/internal outreach providing insights on how to engage with the Black community respectfully, strengthening cultural literacy for Zeno Group
- Lead social media and influencer audit for CPG accounts by using industry tools illustrating sentiment and current content performance for the client resulting in new business opportunities and Team Green Award

Piece by Piece Strategies, Voter Registration Project Specialist, Remote

June 2020-November 2020

Researched 20 key target colleges to orchestrate meaningful relationships and significant change with school administrators to aid project goals in a 5-month turnaround

- Strategized and executed communication plans for student voter registration project including running a program of creative student writing on the topic of student voter registration
- Composed copy focused on the needs of student voter registration access for website and social media
- Formulated student voter registration infrastructure outreach and pledge for prospective universities

LEADERSHIP EXPERIENCE

Equal Pay Chicago, Advertisement and Public Relations Strategist, Chicago, Illinois

January 2020-May 2020

- Developed ad/pr campaign targeting age demographics for the organization's annual Women's Equal Pay rally
- Collaborated and researched with peers on digital advertisements, OOH, broadcast, and guerilla marketing strategy, presenting findings to clients for fall activations securing plans for post-Covid implementation

EDUCATION

Loyola University Chicago, B.A. of Advertisement and Public Relations, Chicago, Illinois

Fall 2021

ADDITIONAL INFORMATION

Skills: Microsoft Office Suit, Google Workspace, Google Ad Skillshop

Tools/Software: Sprinklr, Tagger, Brandwatch, MuckRack, Reddit Ads Manager, TikTok Ads Manager