

# Chi Ofoegbu

Growth, Digital, and Product Marketing Manager

Jack Manilla Pepple Chieftaincy  
House, Bonny Island.  
+(234) 8100903440  
confidenceofoegbu@gmail.com  
[linkedin.com/in/ofoegbu/](https://www.linkedin.com/in/ofoegbu/)

## PROFILE

Growth and marketing manager with 2+ years of experience leading cross-functional teams to successfully launch new products. 5+ years overall experience in providing Digital Marketing solutions for businesses. Strong analytical and problem-solving skills, with a passion for staying on top of industry trends and customer needs.

## WORK EXPERIENCE

### Head of Content Marketing & SEO, Owprint

NOVEMBER 2018 - June 2021

- Managed a team of content creators, editors, and SEO specialists
- Collaborated with other teams such as design, UX, and IT teams to develop a cohesive digital marketing strategy.

### oxcarbon, Lagos, Nigeria - Content Marketing

SEPTEMBER 2022 - June 2023

- Managed content across website and social media.
- Performed various optimizations for search engine to increase website organic visibility.

### Midadigitals, Lagos, Nigeria — Marketing Manager

SEPTEMBER 2022 - May 2024

- Implemented successful Marketing campaigns for various blockchain clients.
- Helped blockchain clients raise over \$505,000 in ICO, crowdfunding, and AWS cloud credit grants.
- Organized outreach and Facilitated community growth for crypto projects.

## EDUCATION

**Federal University of Technology, Owerri** — *B. Eng, Electrical and Electronics Engineering* (November 2014 - October 2019)

## Personal Data

**Full Name:** Confidence Chigemezu Ofoegbu.

## SKILLS

Product Management

Marketing Strategy development

Content Marketing

Search Engine Optimization

WordPress CMS Design

Facebook ads

Market research and analysis

Analytics (Google Analytics)

Communication (Oral, Google Meet, Microsoft Teams, Email)

## LANGUAGES

English

## INTERESTS

Blockchain & Remittance

SAAS

Payment and Finance

Renewable Energy

Digital Lifestyle Products

Product Management

Entrepreneurship