

# VICTORIA OSUCHUKWU

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Online Portfolio: <https://victoriaosuchukwu0.wixsite.com/victoria-osuchukwu/portfolio>

## Core Competencies

- Social Media Strategy Development
- Content Creation & Visual Design
- Cultural Trend Analysis
- Digital Analytics & Data-Driven Decision Making
- Copywriting & Storytelling
- Video Editing & Production

## Work Experience

### Digital Marketing Specialist Intern

#### Boston Scientific, Mississauga

*January 2025 - September 2025*

- Developed strategic messaging frameworks and audience-specific maps to ensure alignment across product lines and marketing initiatives.
- Collaborated with creative, commercial and other cross-functional teams to ensure social content reflected best practices, competitive gaps, and accurate brand positioning.
- Managed updates to product pages in Adobe Experience Manager (AEM), ensuring content accuracy, UX consistency, and regulatory compliance.
- Tracked website revisions via internal update logs, maintaining version control and process transparency.
- Managed email campaigns using Salesforce Marketing Cloud, including Journey Builder, A/B testing, and audience segmentation.
- Wrote high-performing digital content copy for upselling product campaigns across various tactics and customer journey-stage touchpoints resulting in 30% QoQ increase in digital engagement.
- Developed detailed creative briefs for medical education social campaigns with clearly outlined information and creative direction for execution by Biomedical Communications department.
- Participated in post-launch evaluations and quarterly metrics reporting to inform iterative improvements in campaign performance, targeting, and creative execution.
- Applied competitive and market insights to refine tone and messaging ahead of campaign launch for enhanced audience relevance, competitive blunting and brand distinction.

- Utilized Generative AI to create and optimize content workflows and messaging frameworks for digital and social activations for faster iteration cycles, and increased creative output.
- Created custom GPT using OpenAI's platform to streamline social copywriting, campaign ideation, and email marketing copy, reducing content turnaround time by 40%.

### **Freelance Digital Marketing Coordinator**

#### **Comfort Cuisine Catering, Toronto**

*April 2024 - August 2024*

- Rewrote website copy and blog posts, strengthening the digital presence and boosting social media reach through strategic ad placements.
- Utilized social media analytics tools such as SemRush and Google Analytics to monitor campaign performance, generate actionable insights, and enhance engagement.
- Assisted in managing SEM/SEO strategies, improving search engine rankings and driving more organic traffic to the website.
- Led the development of content strategies that incorporate content pillars, buyer personas, and competitive insights, aligning with business goals and driving a 15% increase in digital engagement.
- Established content pillars to streamline content creation processes, ensuring all content aligns with brand messaging and targets specific audience interests, which improved content consistency and audience engagement.
- Utilized social media analytics tools such as SemRush and Google Analytics to monitor campaign performance, generate actionable insights, and enhance engagement.
- Created detailed marketing metric reports to track and measure digital marketing success, providing insights to inform future strategies.
- Continuously refined and optimized content based on performance metrics leading to improved click-through rates and higher conversion rates for digital campaigns.

### **Content Strategist & Social Media Assistant**

#### **Social 97, Toronto, Ontario**

*July 2023 - April 2024*

- Developed and executed innovative social media strategies, boosting brand awareness and increasing audience engagement.
- Created and maintained comprehensive content calendars for social media and digital platforms, ensuring consistent and timely delivery of engaging content across all channels.
- Conducted in-depth competitor analysis to identify industry trends, strengths, and weaknesses,

informing strategic decisions and content creation that differentiated client brands from competitors.

- Developed high-quality copy for social media and social ads, leading to increase in audience engagement and brand awareness.
- Designed visually appealing graphics using Adobe Photoshop and Canva, aligning with brand aesthetics to enhance content appeal.
- Managed social media strategy and channels, optimizing content to meet user and supporter engagement, brand positioning, lead generation, and overall business objectives
- Managed multiple social media projects, coordinating timelines and deliverables to ensure timely campaign launches and consistent content output.

### **Executive Assistant**

#### **AAO-Tsalach, Lagos, Nigeria**

*August 2022 - April 2023*

- Scheduled weekly meetings and took comprehensive, accurate minutes during internal and external meetings
- Answered daily phone calls, took detailed messages and handled correspondence on behalf of the CEO.
- Welcomed guests and clients daily in a professional manner consistent with company's values and standards
- Optimized company website to improve search engine ranking, user experiences and conversion rates.
- Coordinated speaking engagements and events including preparation of slides, notes and speech highlights
- Managed CEO and company social networking accounts such as LinkedIn and Instagram
- Prepared, reviewed and edited general templates, reports, PowerPoint presentations, Word documents, Excel Spreadsheets, design templates and other correspondence materials.

### **Social Media Intern**

#### **Megalectrics Ltd., Lagos, Nigeria**

*June 2017 - August 2018*

- Researched trending topics and entertainment news to support radio program content,

enhancing audience engagement.

- Recorded voice-overs for in-house advertisements and produced live video coverage of interviews and shows, contributing to brand growth and media presence.
- Increased online engagement by actively responding to audience comments and inquiries, fostering a positive community.
- Managed social media platforms by creating daily posts, sharing show updates, song playlists, announcements, and relevant station news.
- Supported presenters by maintaining a daily schedule and updating them on activities like ad placements and show handovers.
- Conducted monthly industry research to inform and develop engaging social media content aligned with audience interests.

## **Education**

**Ontario Graduate Certificate - Marketing Mgmt: Digital Media**

**Lambton College, Toronto, Ontario**

*May 2023 - January 2025*

**BSc. Mass Communication**

**Covenant University, Ota, Ogun State**

*August 2016 - December 2020*

## **Professional Certifications**

- **Council on International Educational Exchange - (2019)**  
Summer Work Exchange Student
- **PEFTI Film Institute - (December 2019)**  
Student Member
- **Advertising Practitioners of Nigeria (APCON) - (April 2019)**  
Certified Advertising Practitioner
- **Apprenticeship Future Leaders Program - (December 2020)**  
International Advertising Agency (IAA)
- **Content Marketing – (August 2023)**  
Hubspot Academy
- **Google Analytics for Beginners - (August 2023)**  
Google Analytics Academy

- **SEO Certification** - (August 2023)  
Hubspot Academy
- **Email Marketing Certification** - (August 2023)  
Hubspot Academy

## **Skills**

### **Hard Skills**

- **Social Media Marketing Strategy**
- **Content Strategy Development**
- **Branding & Positioning** |
- **Photo & Video Editing** (Adobe Premiere Pro,CapCut) |
- **Graphic Design** (Adobe Creative Suite, Illustrator, Canva)
- **Data & Analytics** (Google Analytics 4)
- **Creative & Copywriting**

### **Soft Skills**

- **Time Management & Organization**
- **Creative Problem-Solving**
- **Collaboration & Teamwork**
- **Adaptability & Resilience**
- **Communication & Storytelling**