

Awoke Chukwuemerie Mathew

DIGITAL CONTENT & MARKETING PROFESSIONAL

+234 916 127 0923 • awokemathew05@gmail.com • emmy14455@gmail.com • Nigeria | Open to International Opportunities

PROFESSIONAL PROFILE

Versatile and results-oriented Digital Content & Marketing Professional with hands-on experience in content development, digital product marketing, social media communication, AI-assisted creative production, and visual storytelling. Skilled at transforming ideas into professional, audience-focused content that supports brand visibility, customer engagement, and digital growth. Strong communication, creative problem-solving, adaptability, attention to detail, and continuous learning.

CORE COMPETENCIES

- Digital Content Strategy
- Social Media Marketing
- AI-Assisted Creative Production
- Brand Communication
- Short-Form Video Concepts
- Creative Problem Solving
- Project Coordination
- Content Creation & Copywriting
- Digital Product Marketing
- Visual Storytelling
- LinkedIn Content Development
- Audience Engagement
- Professional Communication
- Adaptability & Continuous Learning

PROFESSIONAL EXPERIENCE

Independent Digital Content & Marketing Specialist *Nigeria | 2025 – Present*

- Develop professional digital content, marketing copy, promotional materials, and social media campaigns for online audiences.
- Create and position digital products for online distribution, including structured guides, promotional assets, and customer-facing content.
- Use AI-assisted creative tools to develop visual concepts, storyboards, image prompts, short-form video concepts, and campaign assets.
- Adapt messaging and creative assets for LinkedIn, Facebook, TikTok, WhatsApp, and digital storefronts.
- Develop audience-focused calls to action and brand messaging designed to improve visibility, engagement, and conversion opportunities.

Digital Creative & Storytelling Projects *Independent Projects | Ongoing*

- Develop cinematic storytelling concepts, character-driven scenes, and AI-assisted animation and video prompts.
- Produce professional social media flyers, captions, product descriptions, campaign concepts, and branded visual content.
- Apply visual storytelling, content structuring, brand positioning, and audience-focused communication across creative projects.
- Continuously explore emerging AI and digital-creation workflows to improve creative efficiency and content quality.

CAREER OBJECTIVE

To contribute to an innovative organization where digital communication, creative content, marketing, and emerging AI-assisted technologies can strengthen brand presence, engage audiences, and deliver measurable business value.

INTERNATIONAL WORK PROFILE

Open to remote and international opportunities across digital marketing, content creation, social media, creative production, digital products, communications, and related roles.

REFERENCES

Available upon request.