

IFEOMA UDU

DIGITAL CREATOR | CONTENT STRATEGIST | MULTIMEDIA DESIGNER

Ikoyi, Lagos | ifeomaududesigns@gmail.com | +2348050281394 | www.linkedin.com/in/ifeoma-udu

Portfolio: [Ifeoma Udu](#) | [Behance](#) | [Instagram](#)

SUMMARY

Versatile digital creator with a passion for storytelling, visual design, and multimedia content production. Skilled in creating social-first videos, graphics, and campaigns that drive engagement. Experienced in blending creativity and strategy to craft compelling brand stories across platforms.

SKILLS

- **Tools:** Microsoft Office Suite, Adobe Creative Cloud (Photoshop), Answer the Public, Filmora, CapCut, Canva.
- **Creative:** Technical Writing, Content Creation & Digital Storytelling, Video Editing, Graphic Design & Branding, SEO & Content Optimization.
- **Additional Strengths:** Analytical Thinking, UX Research, Customer Support, Problem-Solving, Effective Communication.

WORK EXPERIENCE

Columnist | RWI Magazine

Sep 2025 – Present.

Remote, Nigeria.

- Authoring high-impact columns centered on pop culture and global entertainment trends
- Executing Search Engine Optimization (SEO) strategies to maximize article reach and audience growth.
- Leveraging industry expertise to provide authoritative entertainment commentary and analysis.

Contributing Writer | freeCodeCamp

Sep 2025 – Present.

Remote.

- Authoring comprehensive technical tutorial articles for a global community of developers.
- Simplifying complex programming concepts into step-by-step guides to improve learner outcomes.
- Applying SEO best practices and analytical skills to ensure tutorials are easily discoverable and highly ranked.

Founder & Editor-in-Chief | The Pop Radar

Nov 2024 – Present.

Remote, Nigeria.

- Spearheading the editorial direction of a digital platform dedicated to pop culture analysis and entertainment commentary.
- Orchestrating the research and publication of trend-focused articles covering film, music, and global entertainment.
- Directing visual strategy and curation to enhance narrative impact and drive audience interaction.

Marketing / IT Associate | Renewables Bridge UK

Sept 2024 – Feb 2025.

Remote.

- Produced high-engagement video content for digital campaigns, resulting in a 35% increase in reach.
- Conducted UX research to refine digital assets and optimize the user journey across web and social platforms.
- Developed creative branding materials and visual assets to support marketing initiatives.

Freelance Digital Creator & Graphic Designer

July 2022 – Present.

Remote.

- Strategizing and developing digital content to increase brand reach and audience interaction.
- Designing and editing multimedia assets that align with core brand identities.

Graphics Designer | L'avyanna Beauty

Sept 2022 – Jan 2023.

Lagos, Nigeria.

- Created digital marketing visuals and video campaigns, increasing brand visibility.
- Maintained brand consistency across all digital channels.

EDUCATION

B.Sc. Computer Science University of Nigeria, Nsukka (UNN)

AWARDS AND ACHIEVEMENTS

- **Winner**, Overseas Angle Reader Contribution Event Writing Competition | Korean Literature (2023).

CERTIFICATIONS

- Paragon One Content Creation & Digital Marketing Externship, 2024.
- Cisco Cybersecurity Essentials, 2023.
- Jobberman Soft Skills Training, 2022.

AFFILIATIONS

- Coding Black Females UK | Member, 2024.
- Ingressive for Good Community | Member, 2019.
- SheCodeAfrica Community | Member, 2019.

INTERESTS

- Writing
- Pop Culture
- Visual Storytelling
- Photography
- Design
- Tech

REFERENCES

Available Upon Request