

# IFEOMA UDU

DIGITAL CREATOR | CONTENT STRATEGIST | MULTIMEDIA DESIGNER

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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

Remote, Nigeria.

Sep 2025 – Present.

- 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

Remote.

Sep 2025 – Present.

- 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

Remote, Nigeria.

Nov 2024 – Present.

- 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

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

## AWARDS AND ACHIEVEMENTS

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

## CERTIFICATIONS

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

## AFFILIATIONS

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

## INTERESTS

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

## REFERENCES

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Available Upon Request