

# FLORA OGBONNA

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## STRATEGIC DIGITAL MARKETING & CONTENT SPECIALIST

### PROFILE

Dynamic and results-oriented digital marketing specialist with a proven track record in developing data-driven content strategies that elevate brand visibility, audience engagement, and client acquisition. Skilled in content marketing, social media management, and strategic project coordination to drive measurable business outcomes. Adept at aligning marketing initiatives with business goals through compelling storytelling, targeted campaigns, and impactful digital content.

### PROFESSIONAL EXPERIENCE

**Head of Marketing, [Algocipher Quantitative](#)** — Wyoming, United States

**2023 - Present**

- Spearheaded multi-channel content strategies that increased audience engagement by 30% and website traffic by 25% across Algocipher's comprehensive trading technology platform.
- Developed and implemented a targeted social media campaign for Algocipher Automate, resulting in a 40% follower growth and a 30% increase in consultation requests within three months.
- Launched a robust content framework for Algocipher Automate, including 25+ in-depth blog articles, case studies, and technical insights, driving a 20% increase in website traffic from algorithmic trading and quantitative finance communities.
- Designed a structured training program for marketing interns, focusing on content creation, social media strategy, analytics, and data-driven storytelling, resulting in improved content output and intern proficiency in key marketing tools.
- Streamlined content production processes, reducing turnaround time by 35% while increasing overall content output by integrating repurposing strategies for blogs, email newsletters, and social media content.
- Implemented data-driven content repurposing strategies, transforming high-performing blog content into compelling social media snippets, infographics, and email campaigns to maximize brand reach and engagement.
- Conceptualized and executed a targeted Twitter/X campaign for Algocipher Automate, strategically aligning content with industry pain points and user personas, contributing to a 25% rise in engagement and inbound inquiries.
- Orchestrated Algocipher's entry into the financial education space by planning and scripting comprehensive trading courses as lead generation assets, leveraging Algocipher's proprietary trading strategies and algorithmic trading systems.
- Collaborated with the digital marketing team to integrate influencer marketing and affiliate strategies, targeting Forex and algorithmic trading influencers, driving a 15% uplift in brand mentions and follower acquisition.
- Piloted the development of a digital asset trading newsletter aimed at fostering client retention and educating traders on advanced trading strategies and risk management techniques.

**Regional Marketing Manager, Yaali Foods Nigeria Limited** — South-East, Nigeria

**2019 - 2022**

- Directed regional marketing strategies that drove product sales by **25%**, focusing on brand penetration in the Southeast region.
- Launched a localized product introduction campaign in Bayelsa, capturing a **15% market share** in the first six months.
- Conducted consumer research to inform targeted promotional strategies, resulting in a **20% increase in brand recognition**.
- Strengthened community outreach initiatives, partnering with **5 key local distributors** to expand market reach.

**News Writer, Scannews**

**2022**

- Published **35+ news articles** and digital content pieces, increasing site traffic by **20%** through targeted storytelling and SEO optimization.
- Collaborated with the editorial team to align content with trending topics, achieving a **5% higher search engine ranking**.
- Implemented reader feedback mechanisms to optimize content relevance, improving average page views by **10%**.

### PROJECTS

**Soft Chaos - Personal Essays & Cultural Observations**

**2025 - Present**

- Launched a personal Substack publication focused on cultural narratives and modern existential themes, attracting **50+ subscribers** in the first quarter.
- Developed a content framework focusing on relatable themes such as hustle culture, digital identity, and modern adulthood, increasing reader engagement by **60%**.
- Implemented targeted email marketing strategies that achieved a **28% open rate** and **14% click-through rate** on weekly newsletters.

**Floras District - Product Launch for Yaali Food** — Bayelsa, Nigeria

**2022 - 2023**

- Identified a strategic market gap for Yaali Foods' 3-in-1 garri and milk products in **Yenagoa, Bayelsa State**, focusing on underserved markets.
- Designed and executed a **localized product launch strategy** targeting Swali, Tombia, and Kpansia markets, increasing product visibility by **20%**.
- Implemented a targeted **community engagement campaign**, building partnerships with local vendors and distributors, resulting in a **15% sales increase** within six months.
- Conducted a post-campaign analysis, identifying consumer purchasing patterns and adjusting future marketing strategies to align with regional demand.

## **LinkedIn Profile Management & Growth Strategy**

2024 - Present

- Managed and optimized LinkedIn profiles for clients, focusing on **brand positioning, content strategy, and audience engagement**.
- Implemented tailored LinkedIn content plans, resulting in a **52% increase in profile views** and a **78% growth in follower count** over six months.
- Developed targeted messaging frameworks for client profiles, highlighting **career achievements, skill sets, and industry expertise**, leading to increased engagement and networking opportunities.
- Conducted **content audits and profile assessments**, identifying areas for optimization and aligning profiles with target audience interests.
- Launched a **monthly LinkedIn insights report**, tracking profile performance metrics such as connection requests, content reach, and follower demographics, providing actionable insights for continuous improvement.

## **ADDITIONAL INFORMATION**

### **SKILLS**

- Content Strategy Development • Social Media Management & Analytics • Data-Driven Marketing • Email Marketing Campaigns • Audience Engagement Tactics
- Digital Content Creation • SEO Optimization • Market Research & Analysis • Cross-Functional Collaboration • Project Coordination • Storytelling & Brand Messaging
- Analytics & Reporting (Google Analytics, Social Media Insights) • Multi-Channel Campaign Execution • Performance Tracking & Optimization • Competitive Analysis • Community Outreach
- CRM Platforms - MailChimp, • AI Content Tools (ChatGPT, Copy.ai) • Digital Marketing Tools (Canva, Hootsuite, Buffer) • Microsoft Office Suite • Google Workspace
- Newsletter Content Strategy • Educational Content Creation • Algorithmic Trading Content • Community Building • Client Success Stories • Brand Positioning • Customer Feedback Integration

**Languages:** English, Igbo

**Interests:** Research, Reading, Digital storytelling, Content strategy, Exercising (Cycle Sync Fitness, Dancing, Cycling), Bead-making

**Write-ups:** [Substack - Soft Chaos](#) | [Medium - Flora Ogbonna](#)

### **Education**

**Bachelor of Science.** University of Nigeria Nsukka

class of 2021

- Economics and Sociology
- Second class Upper division

**Chartered Institute of Human Resource Management**

2022

- Certified Human Resource Professional
- Post-graduate Diploma in Human Resource Management