

Abijah Nwakanma

Digital Enterprise Management Specialist professional seeking this position where I could apply my growing skills of interpersonal relationship, analytical skills, technical knowledge and the versatility to work among diverse groups and handle complex problems effectively.

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EXPERIENCE

University of Toronto, Mississauga — *Pressbooks Site Builder*

November 2017 - PRESENT

Creating the online e-Textbook using the Pressbooks platform for the Biology Faculty

Design and layout of content, Addition and editing of content

Creation of navigation and Integration of digital media and learning objects

Current Accomplishment: The sole e-Textbook developer for the Biology faculty

Ontario Ministry of Transportation, St. Catharines — *Digital Social Media Consultant Intern*

September 2017 - Present

Assists with developing a rebranding strategy that includes social media

Content Creation such as illustrations, infographics, digital ads, videos and photos

Researches qualitative user insights through one-on-one interviews, surveys, and Ethnographic field studies

Analyzed User Research through Persona Creation and Storyboarding, and drafting of Wireframes

Set and evaluate performance measures

Current Accomplishment: Achieving 110% user-interaction on the Ontario 511 website after its revamping in 2018

Digital Enterprise Management Society, Mississauga — *Events Coordinator*

May 2015 - May 2016

Researched and contacted industry markets such as IBM, Deloitte, and Amazon to inquire and establish a sponsoring deal

KNOWLEDGE & EXPERTISE

Project Planning, Execution, and Leadership

Product Conception, Research and Definition.

Software Development, Web Design & Implementation.

Business Presentations

Technology Market, Design and Creative Trends

Professional Writing and Copy editing

TECHNICAL SUMMARY

Applications: Adobe Suites (Premiere Pro, Illustrator, Photoshop, Media Encoder)

Meeting Suites: Microsoft Office (Word, PowerPoint, Access, Excel, Outlook, Sharepoint, Visio)

CMS: WordPress, Pressbooks

Program Languages: HTML, CSS, PHP

AWARDS

Ontario Scholar - Toronto District School Board

Valedictorian - North Albion C.I.

Public Speaking - University of Western

Liaised with senior executives to determine specific event requirements

Created and designed events for Networking nights, Alumni night, and Case competitions

Produced detailed proposal for events (Timelines, Guests, Staffing and Venues)

Accomplishment: Established a sponsoring deal for Young Entrepreneur Conference (YEC) which resulted in receiving \$25,000.

Developed and sustaining friendly relationships with teammates and sponsors

Ontario.

LANGUAGE

English

Igbo

EDUCATION

University of Toronto, Mississauga — *Honors Bachelor of Arts*

Program: Digital Enterprise Management Specialist

Minor: Professional Writing

Sheridan College, Mississauga — *Certificate*

Certificate: Digital Media.

PROJECTS

Young Entrepreneur Conference— 2016

Organized and planned this iconic conference at the Mars discovery district located downtown Toronto. Acquiring sponsors such as Deloitte, IBM, Mars, BuzzFeed and Amazon and raising over \$25,000 in return and sponsorship.

Ontario 511 Website - 2018

Created and implemented a collaborated media plan for the advertising of the modernized Ontario 511 website. Analyzed the optimum inputs of user-interaction by preparing personas and case scenarios to draw out solutions for lack of website interaction