

EDIDIONG DICKSON

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Professional Summary

Results driven professional specializing in CRM optimization, lead tracking, and high-impact customer engagement. Proven track record of streamlining administrative operations and executing data backed marketing campaigns that enhance brand visibility. A proactive communicator and trend researcher dedicated to scaling executive level operations through meticulous organization and compelling digital storytelling.

Work Experience

Anakle Company

Marketing Virtual Assistant

March 2025 – January 2026

- Supported execution of email marketing campaigns, including follow-ups and lead nurturing sequences
- Wrote and edited professional marketing content for emails, outreach, and customer communication
- Managed social media accounts by creating, scheduling, and publishing engaging content across platforms (Instagram, LinkedIn, and Twitter/X)
- Developed social media captions and content aligned with brand voice and marketing goals
- Monitored social media pages and responded to comments, messages, and inquiries to boost engagement
- Assisted in planning and maintaining content calendars to ensure consistent posting
- Researched industry trends, hashtags, and audience behavior to suggest relevant and high-performing content ideas
- Worked independently in a remote environment while meeting deadlines and performance targets.

- Tracked social media and email campaign performance using analytics and CRM tools
- Maintained and updated CRM systems to track campaign performance and customer engagement
- Organized customer data and generated reports to support marketing decisions
- Scheduled appointments, managed calendars, and handled administrative tasks for team efficiency
- Communicated with prospects and clients professionally, ensuring a positive brand experience.

Education

Bachelor of Science (B.Sc.) in Biochemistry
 University of Uyo
Graduated: 2019

Skills

- Email Marketing and Campaign Management.
- Social Media Support and Content Ideas.
- Marketing Content Writing (Emails, Outreach, Messaging).
- Social Media Management (content creation, scheduling, engagement)
- Content Writing (emails, captions, marketing messages)Administrative Executive Support.
- Trend Research and Audience Engagement
- Appointment Scheduling (Google Calendar, G Suite)
- Data Entry and Performance Tracking
- Cold Calling and Lead Generation
- Microsoft Office.
- Strong Written and Verbal Communication

Key Strengths

- Excellent English writing skills with ability to create clear, engaging marketing content
- Highly organized with strong attention to detail
- Proactive and able to work independently without supervision
- Creative thinker with ability to generate content ideas from trends
- Strong time management and ability to handle multiple tasks efficiently
- Reliable and consistent in meeting deadlines in remote environments

- Adaptable and quick to learn new tools and systems.
- Results driven with focus on engagement, growth, and conversion.

Remote Work Setup

- Fully equipped, quiet home office.
- Reliable Core i5 laptop (16GB RAM).
- Stable high speed internet connection (25 Mbps plus).
- Dependable power backup to prevent workflow.