

STEPHANIE DOUGLAS

Marketing & Communications Specialist

Abuja, Nigeria—Remote Friendly

PROFESSIONAL SUMMARY

Creative and results-driven marketing & communications specialist with hands-on experience across the full marketing stack—from brand strategy and content creation to paid advertising, graphic design, and marketing automation. Proven ability to plan and execute campaigns that build audiences, drive leads, and deliver measurable ROI. AI-savvy and continuously learning, with a strong foundation in mass communication and a track record of translating complex ideas into clear, compelling narratives across digital platforms.

WORK EXPERIENCE

Marketing & Social Media Manager | **Soul Place Surgery** 2023 – 2025

Led end-to-end digital marketing for a medical aesthetics brand, building their online presence from the ground up and driving consistent audience growth and client inquiries across all platforms.

- Planned and executed multi-channel digital marketing strategy across Instagram, TikTok, Facebook, and Google
- Managed Google Ads campaigns achieving 606 clicks and 3,460 impressions at an average CPC of \$0.41 on a \$250 budget weekly—highly efficient spend
- Created and edited all social media content, including short-form video (Reels and TikToks), graphics, and captions
- Designed brand visuals, campaign graphics, and marketing collateral in Canva and Figma
- Wrote and scheduled copy for social media posts, captions, and promotional campaigns
- Monitored and reported on campaign performance using Meta Business Suite and Google Analytics
- Grew brand social media following and engagement through consistent content strategy and community management

Designer | **Recital** 2022 – 2023

Delivered creative design work for a creative agency, contributing to brand identities, campaign assets, and visual content across client projects.

- Designed brand identity assets including logos, colour systems, and visual guidelines
- Created marketing collateral—print and digital—for client campaigns
- Produced social media graphics, promotional banners, and event visuals
- Collaborated with creative team to deliver projects on brief and on deadline
- Used Adobe Illustrator, Photoshop, and Canva as primary design tools

EDUCATION & CERTIFICATIONS

B.Sc. Mass Communication *Abia state university*

Foundation in communications, media theory, storytelling, journalism, and public relations.

HubSpot Marketing Hub Software Certified *HubSpot Academy · Valid: May 2026–Jun 2027*

Certified in inbound marketing, CRM management, and marketing automation workflows.

Claude Code & Claude Cowork Masterclass 2026 *Udemy · 2026*

Certified in AI-powered workflows, Claude Code, and modern productivity tools — applied to marketing and creative work.