

Nicolette “Nikki” Orji

Glenn Dale, MD 20769 • (240)-305-8598 • info@nicoletteorji.com
• nicoletteorji.com • linkedin.com/in/nicoletteorji

EDUCATION

Pennsylvania State University, University Park, PA
Bachelor of Science, Biobehavioral Health
Minor, Human Development & Family Studies

Graduated: August 2009 - May 2013
GPA: 3.32

EMPLOYMENT EXPERIENCE

All Things Ankara

August 2012 – Present

Social Media Manager & Event Manager

- Managed, created, and published content on social media pages including Instagram, Facebook, Twitter, TikTok, Pinterest, and YouTube.
- Grew social media following in 10 years to 185,000+ organic followers combined across all platforms.
- Strategized, developed, and produced original viral social media campaigns with celebrities and influencers for special events and product launches.
- Developed and managed large-scale budgets for social media advertisement.
- Converted blog articles into social content (Reels/TikToks, swipe posts, photo posts, stories) for social media platforms.
- Monitored social media analytics to optimize social media reach, engagement, and followers.
- Engaged with social media followers to build a positive brand experience.

Africa Gives Back International

January 2015 – March 2020

Co-Campaign Producer & Fashion Director

- Co-produced and fashion directed campaigns for Africa Gives Back International Gala, a 501(c)(3) tax exempt non-profit gala, that brings together 300+ attendees to raise awareness and funds for clean water programs in Africa.
- Developed the creative plans and treatments for campaign productions and conveyed the concept to the team in a concise way.
- Collaborated with the creative director to conceptualize fashion looks for campaign production photo and video shoots.

Rovitalize

August 2020 – Present

Research Associate/Executive Assistant

- Researched multiple supplements and medications for the company to strategize products to be sold on Rovitalize’s e-commerce website.
- Executed administrative tasks including answering emails and phone calls, managing meetings, and overseeing ad-hoc projects for the company.
- Managed Rovitalize’s social media accounts, analytics, and advertisements on Instagram, Facebook, Twitter, Tumblr, Pinterest, YouTube, and TikTok.

PROJECTS

Nikki The Jeanius

Content Creator

- Nikki The Jeanius is a colorful spot on the internet where I post fashionable and entertaining content for African print enthusiasts.
- Grew social media following in 10 years to 26,000+ organic followers combined across all platforms.
- Honored by Macy’s as a trailblazer in 2018 and highlighted by Yale University’s Africa Salon as an innovator in 2017.

RELEVANT SKILLS

General/Technical Skills

- Social Media Management, Content Creation, Social Media Marketing, Social Media Campaign Production, Social Media Analytics, Social Media Advertising, Campaign Production, Campaign Planning, Campaign Management, Event Production, Event Planning, Event Coordination, Event Management, Budgeting, Search Engine Optimization (SEO), and Email Marketing

General/Technical Tools

- Instagram, Facebook, Twitter, TikTok, YouTube, Tumblr, Pinterest, Shopify, WordPress, MailChimp, Canva, PicMonkey, Hootsuite, Appfi, Windows & Mac Operating Systems, iOS, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, HTML/CSS (Beginner), Adobe Photoshop (Intermediate), and Adobe Illustrator (Intermediate)