

JOAN AMANWI

Villa Rica Georgia | Amanwi96@gmail.com | 470 830 6419 | [My Portfolio](#)

DELIVERING RESULTS-DRIVEN DIGITAL MARKETING & COMMUNICATIONS

I help organizations expand their online presence, attract new customers, and enhance their brand. I create engaging content, manage websites, and develop campaigns that deliver measurable results. Utilizing data and analytics, I refine strategies to achieve higher engagement and enhance customer experience. I effectively leverage AI and practical tools, utilizing skills gained from programs such as Google Digital Marketing & E-commerce and Meta Digital Marketing Associate certifications. These enable me to drive campaigns that increase reach, conversions, and brand impact. My hands-on experience and eagerness to learn make me a versatile candidate ready to deliver results across any industry.

SELECTED IMPACT

Key achievements include see detailed case studies [HERE](#):

- Increased customer bookings by 62% through content-led digital strategy (no paid ads).
- Grew Instagram views by 84% and interactions by 95% through data-driven content optimization
- Tripled LinkedIn impressions through consistent posting and improved brand storytelling
- Relunched an internal intranet for a 200-person organization, driving early adoption

MY CORE SKILLS

E-Commerce & Website Management: Shopify & WordPress administration, SEO, product data management, UX optimization.

Digital Marketing & Content: Social media content, email campaigns, paid social ads, campaign strategy.

Design & Brand: Visual storytelling, brand consistency, print & digital assets, Canva, Adobe tools.

Data, Analytics & Strategy: Web & social analytics, performance tracking, trend analysis, campaign optimization.

Proposals & Business Development: Presentation development, copywriting, compliance.

MY PROFESSIONAL EXPERIENCE

Marketing & Communications Generalist

Group23 Sports Medicine | Dec 2024 – January 2025

- Managed website and intranet content (WordPress, SharePoint), ensuring usability and brand consistency
- Produced newsletters, internal announcements and campaign messaging to boost staff engagement and generate new leads
- Created photos, video and visual assets for digital and print campaigns
- Tracked engagement metrics to refine content strategy and communications
- Collaborated with leadership on presentations and storytelling initiatives
- Planned and executed external events to increase visibility and community engagement

Marketing and Content Specialist

Rerek Media | Jan 2023 – Dec 2024

- Wrote SEO-friendly web copy, product descriptions and campaign content to increase engagement
- Produced photo and video content for social media and digital campaigns
- Monitored social media trends and adjusted strategies for maximum impact
- Leveraged AI tools to streamline content creation and improve user experience
- Tracked analytics to inform performance improvements

Marketing & Communications Assistant

Bay River College & Bay River Daycare | Jan 2024 – Aug 2024

- Wrote, proofed and edited newsletters, web articles and internal updates to improve communication flow
- Conducted research and translated complex information into clear, compelling messaging
- Managed email and digital campaigns; reported engagement metrics to leadership
- Assisted in running Google and Meta ads for lead generation
- Collaborated cross-departmentally to align messaging with organizational goals

Social Media Manager

EducationWise Tutors | Oct 2020 – Jul 2021

- Developed and executed social media strategies across Instagram and website platforms
- Produced photo, video and written content aligned with brand voice
- Managed content calendars and monitored engagement trends
- Designed print materials for internal and external use

Communications Associate

Self-ish Publication | Feb 2020 – Nov 2022

- Wrote, edited and distributed internal and external newsletters using Constant Contact.
- Designed print and digital promotional materials for campaigns and new releases.

- Ensured timely, accurate content delivery in alignment with the publication’s voice and brand.

Marketing & Business Development Coordinator

Kiro’o Games | Nov 2017 – Oct 2019

- Created corporate presentations and communication materials for partners and investors.
- Collaborated with executives to deliver marketing and business development messaging.
- Researched and developed strategies to improve internal communication efficiency.

EDUCATION & CREDENTIALS

Master of Arts, Professional Communication — Royal Roads University, Canada - 2022

Bachelor of Technology, Marketing — University of Bamenda, Cameroon - 2016

Certificates & Certifications:

- **Meta Digital Marketing Associate** — social advertising, content strategy, and performance tracking - 2026
- **Google Digital Marketing & E-commerce Certificate** — website optimization, SEO, email marketing, and paid social campaigns - 2023
- **Google AI Essentials** — leveraging AI tools to streamline marketing and improve customer experience - 2024
- **Poynter Institute Certificate in Editing** - 2023