

# Victor Ben Eke

Phone: 6047832002

Email: [ekebenv@gmail.com](mailto:ekebenv@gmail.com)

## Summary of Qualifications

- Bachelor of Arts student, Communication and digital journalism major
- Radio Broadcast volunteer with CBC Radio
- Online Journalism experience with interviewing, writing and website publishing.
- customer service experience in people-oriented service sector
- Social Media content creation experience using platforms such as Tik ToK, Instagram, and LinkedIn
- Proficient in all MS Office Programs (PowerPoint, Word, Excel) with a good knowledge of social media technology (LinkedIn, Instagram)

•

## Education

Thompson Rivers University

Kamloops, BC

Columbia College

Vancouver, BC

Bachelor of Arts Communications Student

2022 – Present

Selected coursework: Research Methodology, Proposal Writing, Technical Writing, Mass Communications

- Project Example 1: conducted interview of participants of a boxing event, taking audio and visual recording of the event, transcription of audio recording, and publishing event report to the TRU Website.
- Project Example 2: worked on several research projects demonstrating competency in critical thinking and understanding.
- Project Example 3: Worked with a team of 3 peers on a Photo-Elicitation Interview effectively demonstrating communication strategies and techniques.
- Project Example 4: worked on creation of designs using Canva.

## Certification

- Certified Content Marketer – Hootsuite
- Alison Certificate-Advanced copywriting Skills and Techniques

## Technical Skills

- Content Management Systems: WordPress, Squarespace
- SEO Tools: SEMrush
- Design Tools: Adobe Creative Suite (Photoshop, InDesign), Canva
- Analytics: Google Analytics, Hootsuite

## Professional Experience

Volunteer | CBC Radio

Kamloops, BC

September 2023 – August 2024

- Conducted interview on several event occurring in the TRU school environment for the radio publication.
- Transcription of audio recording interview of the event covered and getting it ready for radio broad casting.

volunteer | World Financial Group

Kamloops, BC

January 2023-present

- Educate clients on financial concepts and strategies to help them achieve their financial goals and secure their financial future.
- Organize and lead financial education workshops and seminars to promote financial literacy within the community
- Mentor and train new agents on financial products, sales techniques, and compliance requirements
- Develop and maintain long-term relationships with clients through regular communication and personalized service.
- Developed marketing strategies to promote financial planning services and attract new clients.

Social media manager| mashia braids

Vancouver, BC

June 2020 – October 2023

- Develop and execute engaging content strategies.
- Foster a positive online community and engage with followers.
- Monitor metrics and analytics for data driven decision making.
- Represent brand voice, values, and stay updated on industry trends.

copywriter | Pasby

Abuja, Nigeria

April 2024- December 2024

- Conducted in-depth audience research to tailor content that resonates with target demographics, to improving customer retention.
- Managed content calendars and met tight deadlines for high-priority projects.
- Wrote and edited product descriptions, ad copy, and landing pages, contributing.