EVIDENCE MUDIAGA OVIRI

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linkedin profile

Summary

Results-driven Branding, Digital Marketing, and Social Media Management professional with proven success in building, scaling, and managing high-impact digital brands across the wellness, hospitality, FMCG, faith-based, service, and media sectors. Combines creative storytelling with data-driven strategy to deliver measurable growth in audience engagement, brand visibility, and customer conversion.

Highly experienced in content creation, social media strategy, community management, and campaign execution across Instagram, Facebook, and emerging digital platforms. Demonstrated ability to develop and execute structured content calendars, maintain consistent brand voice, optimize reach through SEO-driven captions and hashtag strategies, and analyze platform insights to continuously refine performance. Achieved 200–300% increases in engagement, significant follower growth, and sustained audience interaction within short timeframes for multiple brands.

Strong background in media production and digital communications, including video production, live streaming, podcast hosting, and broadcast content management. Adept at translating brand values into compelling visual and written content that resonates with target audiences while supporting business and organizational goals.

Backed by a solid technical and IT foundation with a BSc in Computer Science, enabling effective use of digital tools, analytics, automation, and platform technologies to enhance marketing efficiency and scalability. Certified in Social Media Marketing, Corporate Communications, Project Management, and Digital Technologies, with a reputation for adaptability, creativity, and cross-functional collaboration.

Passionate about helping brands grow through strategic digital presence, authentic engagement, and innovative content execution.

Experience

IT Intern(NYSC)

Transafam Power limited – *Jan 2026 – Oct 2026*

i. Developed a digital canteen management system using Google Apps Script, Google Sheets, and Cloudflare Pages, incorporating digital meal-token generation, QR-code verification, vendor access, and administrative monitoring.
ii. Designed and implemented a digital gate-pass approval workflow using Microsoft SharePoint and Power Automate to streamline approval routing, track request statuses, and improve process visibility.
iii. Developed a digital operations logging solution using Power Apps and SharePoint to organize operator records, equipment information, operational readings, and inspection checklists.
iv. Provided day-to-day technical support, troubleshooting hardware and software issues, configuring workstations, and assisting with the installation and maintenance of computers, printers, and business applications.
v. Supported the use of Microsoft SharePoint, Power Automate, Excel, and other productivity tools to improve document management, information sharing, and departmental workflows.
vi. Assisted with IT asset management, system configuration, technical documentation, and routine maintenance to support reliable IT service delivery and plant operations.

ICT Intern

Transcorp Power Plc – *Dec 2021 – Nov 2024*

i. Served as an integral member for identifying blind spots across the plant for increased security.
ii. Assisted in the maintenance and optimization of the plant's network infrastructure, ensuring seamless connectivity and data integrity.
iii. Worked with a team to achieve improved efficiency in the Network Video Recorder (NVR)/Surveillance system.
iv. Was part of the “A Team” involved in Testing the New Aura by Transcorp Hotels Platform (Web & Mobile)
v. An integral member of installation and maintenance of CCTV cameras across the turbine halls
vi. Contributed to cybersecurity measures to protect critical systems and data against potential threats and vulnerabilities.
vii. Supported IT projects aimed at enhancing plant operations
viii. Assisted in Troubleshooting, Repairs and Installation of Plant Desktops, Laptops, printers, Network infrastructures and Softwares
ix. Assisted in the Preparation for Zoom meetings, Online and physical gatherings/presentations Documented IT processes, procedures

IT/Media Manager

Life Christian Centre - *Jun 2017 - Present(Freelance/Remote)*

i. Ensure reliable and secure internet connectivity across all areas of the Church
ii. Troubleshoot and resolve any network-related issues to maintain continuous service.
iii. Responsible for the setup and maintenance of hardware and software devices used.
iv. Manage live video streaming, ensuring high-quality broadcast on various platforms.
v. Maintain and organize video tapes and digital files, ensuring they are easily accessible for future use.
vi. Oversee the church's social media accounts, including content creation, scheduling, and engagement.
vii. Ensure that the church's online presence is consistent with its mission and values, using social media to reach and engage with the community.
viii. Prepare and manage video content for broadcast on the church's TV/radio channel, "Hope Alive."

Social Media Manager

Fid Spa - *June 2025 – January 2026(Remote)*

i. Created and curated engaging, visually appealing, and audience-focused content tailored to the spa and wellness niche
ii. Achieved a 100%+ increase in engagement, reach, and overall follower interaction within the first month of management.
iii. Maintained a consistent brand voice and presence by developing and executing strategic content calendars.
iv. Fostered community growth by promptly responding to comments, direct messages, and initiating audience engagement through polls, giveaways, and story interactions..
v. Implemented targeted hashtags and SEO-driven captions to improve discoverability and organic reach..

Social Media Manager

Luxury Affordablez - *January 2025 – Present(Remote)*

i. Constantly creating engaging, high-quality posts tailored to the audience's interest
ii. Grow massively in engagement, audience reach, and overall interaction by over 300% within one month.
iii. Maintain an active presence by strategically planning and scheduling content.
iv. Boost interactions by responding promptly to comments, messages, and fostering community discussions.
v. Utilize relevant hashtags and keywords to enhance visibility.
vi. Analyze insights regularly to adjust content strategies for maximum impact.

Social Media Manager

Amala Ijebu - *August 2024 – September 2026(Remote)*

i. Managed and grew Amala Ijebu's social media presence, increasing followers' count by 21% and engagement rate by over 200%
ii. Developed and executed a content strategy focused on high-quality food photography, video marketing, and customer testimonials.
iii. Designed and ran Facebook, Instagram, marketing campaigns, boosting brand awareness and sales.
iv. Promoted Amala Ijebu's participation in Trade Fairs, leading to a 15% increase in foot traffic and customer inquiries.
v. Created and managed a content calendar, ensuring consistent posting and audience engagement.
vi. Conducted performance analysis using insights from Instagram and Facebook analytics to refine strategy and improve results.

Safety Officer

Meclyn Engineering and piping company - *February 2025 – Nov 2025*

i. Served as Site Safety Officer during the relocation and installation of the TransAfam Fast Power Plant TM2500.
ii. Actively supervised and enforced safety controls during live gas tie-in operations, coordinating with the Nigerian Gas Company (NGC).
iii. Implemented nitrogen purging and buffering techniques during gas tie-ins to reduce flammable gas concentration.
iv. Conducted leak detection and verification using calibrated gas detectors after tie-in completion.
v. Oversaw sandblasting and painting operations for gas and hydrant pipelines
vi. Participated in and monitored hydrostatic testing (hydro tests) of piping systems
vii. Conducted routine safety inspections, hazard identification, and risk assessments, ensuring compliance with project HSE plans, regulatory requirements, and industry best practices.
viii. Maintained accurate HSE documentation, including inspection reports, incident logs, toolbox talk records, and compliance checklists, supporting management review and continuous safety improvement.
ix. Promoted a strong safety culture on site through engagement with supervisors, technicians, and contractors, reinforcing the principle that productivity must never override safety.

Safety Intern

Transcorp Power Plc - *August 2024 – February 2025*

i. Conducted regular safety inspections of equipment, facilities, and work areas.
ii. Identifed potential hazards and unsafe conditions, and report findings to the Safety Manager.
iii. Maintained accurate records of safety inspections, training sessions, and incidents.
iv. Assisted in preparing reports on safety performance and compliance for management review.
v. Supported the investigation of safety incidents and accidents.

vi. Helped document incidents and assist in the development of incident reports and root cause analyses. Ensure that corrective actions are implemented and monitored.
vii. Assisted in ensuring that all safety practices comply with federal, state, and local regulations. Stay current with safety regulations and best practices relevant to power plant operations.
viii. Monitored the condition of safety equipment and ensure it is properly maintained and available for use. Assist in the distribution and tracking of personal protective equipment (PPE).

Business development Manager

RogerDart Limited - *Jan 2024 - Jul 2024*

i. Identified and approached potential partner restaurants within the designated area
ii. Cultivated Strong, long lasting relationships with restaurant owners and managers
iii. Optimized campaign performance through A/B testing and data analysis
iv. Collaborated with the marketing team to develop and execute tailored strategies to promote partner restaurants through rogerdart's platform

EDUCATION

Federal University of Petroleum Resources Effurun

M.sc, Computer Science

Inview

Federal University of Petroleum Resources Effurun

B.sc, Computer Science

2017 - 2023

Kogbodi International School

SSCE, Science

Mar 2013 - Aug 2017

TRAINING,LICENSES & CERTIFICATIONS*(CLICK TO VIEW)*

NSE CERTIFICATE – *The Nigerian Society Of Engineers(NSE)-G95070*

Project Management Professional(PMP) – *Exford Global Consult Limited*

General Health Safety & Environment(GHSE 1 & 2) – *Exford Global Consult Limited*

Health Safety & Environment(HSE Level 3) – *Exford Global Consult Limited*

Human Resources Management(HRM) – *Exford Global Consult Limited*

Customer Service & Relationship Management(CSRM) – *Exford Global Consult Limited*

Corporate Communications Specialist- *University of California, Irvine, PM School of Business*

SOFTSKILL TRAINING - *Jobberman Nigeria*

ISC2 Certification - *ISC2*

Cyber Threat Management - *Cisco*

Cyber Security - *Oxford Home Study College Uk*- LC58022

Microsoft Developer - *Microsoft*

Project Management : PMP certification training -4795817

Network Security Certification – 479562

Endpoint Security Certificate - *Cisco*

Computer Hardware Basics - *Cisco*

Fire Safety Management (FSM) - *Oxford Home Study College*

Social Media Marketing Crash Course – *Semrush*-649df4f0a2

IT in everyday life - *The Open University*

Certificate In Health And Safety – *E-Learning College*

CompTIA Network+ (N10-008) Cert Prep: 1 Understanding Networks - *LinkedIn*

Cisco CCNA (200-301) Cert Prep: 3 Security, Automation, and Programmability - *LinkedIn*

Cisco CCNA (200-301) Cert Prep: 1 Network Fundamentals and Access - *LinkedIn*

Cisco Networking Foundations: Wireless Networks, Services, Security, and Virtualization -

Cisco Certified Support Technician (CCST) Networking Cert Prep: 2 IP Addressing -

Networking Foundations: Networking Basics – *LinkedIn*

Introduction to Artificial Intelligence - *LinkedIn*

Microsoft Azure Fundamentals (AZ-900) Cert Prep: 1 Cloud Concepts by Microsoft Press

Windows 10 for IT Support: Advanced Troubleshooting – *LinkedIn*

MAJOR PROJECTS:

- Built a digital platform for the Afam Sanitation CDS Group to support sanitation education and community outreach.
- Developed a digitalized plant operational record-keeping using Microsoft Power Apps and SharePoint, with the aim of organizing operator shift logs, equipment readings, operational parameters, and inspection records in a centralized digital environment
- Digitized the employee canteen process through token generation and QR-code verification, with employee, vendor, scanner, and administrator interfaces.
- Developed a digital gate-pass solution to replace paper-based requests and improve the approval process.
- Developed the Oyigbo Corp Digital Hub, a web-based platform for NYSC corps members in Oyigbo Local Government Area, Rivers State.

Honors & Awards

Award of Dedication - Life Christian Centre

Apr 2025

Award of Appreciation - Life Christian Centre

Sep 2024

Intern of the Year Award – Transcorp Power Plc

Dec 2022