

Victory O. Okoyomoh

Marketing & Communications Specialist

Marketing & Communications Specialist with 4+ years of experience crafting data-driven, people-centric stories that drive audience engagement and business growth. Skilled in digital content strategy, storytelling, and product marketing, with a proven record of delivering impactful communication campaigns across fintech, health tech, and edtech sectors.

WORK EXPERIENCE

Moniepoint Inc., Remote— Senior Communications Specialist

OCTOBER 2022 - PRESENT

I lead the company's editorial team, manage its blog and execute comms strategies. Key achievements:

- Created Moniepoint Global's Tone of Voice document, defining the brand's tone and style, and executing it across different channels - web, blog, digital, and events.
- Wrote case studies and reports to demonstrate the scale of the company's impact, reaching over 1 million people, across different projects.
- Grew the company's newsletter from 0 to over 50,000 subscribers in under 6 months.
- Scripted videos for campaigns, including Moniepoint's Series C raise announcement, which reached over 6.3 million people across all platforms.

VarsityScape, Remote— Marketing and Creative Manager

JUNE 2021 - OCTOBER 2022

I led a team to manage the brand's digital communications, creating and implementing content ideas, running ads and presenting monthly social media analysis and reports. Key achievements:

- Wrote the copies for the Company's website, www.varsityscape.com
- Created and executed a marketing strategy to introduce the company's transition from a MOOC to a cohort-based learning platform to its users
- Wrote and published a newsletter to 3,000+ people.

MOBicure, Remote— Intern

MARCH 2022 - SEPTEMBER 2022

I wrote stories, blog content, and copy to drive sales and revenue. Key achievements:

- Wrote and designed a new content series that organically reached over 50,000 users across the company's blog and social media platforms.

VOLUNTEERING

TEDxUniversityofBenin— Content Lead

MARCH 2022 - JANUARY 2023

Created and executed a multimedia content strategy to build a community of over 500 people and sell out the University of Benin's first TEDx event in years.

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Portfolio: victorywrights.com

SKILLS

Storytelling, Content Strategy, Digital Marketing, Copywriting, Project management, Email Marketing, and Data Analysis.

EDUCATION

University of Benin — Doctor of Optometry (O.D)

SEPTEMBER 2015 - DECEMBER 2022

MIVA Open University — Master of Business Administration (MBA)

JANUARY 2025 - PRESENT

CERTIFICATIONS

Management Skills Training for New and Experienced Managers

Institute for Leadership Excellence, 2024

Product Marketing

Treford, 2024

Project Management Fundamentals

PracticalGrowth, 2024

Advance as a Digital Marketing Specialist

LinkedIn, 2022