

Cyusa Cedrick

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Education

Social Media Marketing Diploma

Brigham Young University–Idaho

Apr. 2022
Idaho, U.S.A.

- Create and manage content
- Advertisement and market
- Develop content for social media
- Produce, engage with, and build brand loyalty
- Improve effectiveness of content and campaigns
- Use analytical and research tools

Verified Certificate

BYU–Pathway Worldwide/Google Ads - Measurement Certification/HubSpot Academy

Dec. 2021
U.S.A.

- English language speaking & writing
 - Online teamwork & collaboration
 - Social monitoring, content strategy
 - Measuring and optimizing performance
 - Demonstrating social ROI
 - Effective communication
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Experience

Social Media Manager

ASLINA Wines

Jan. 2022 – current
South Africa

- Implementing Facebook and Instagram campaign strategy which increased brand awareness on page likes and followers in a week by 42.3% Facebook page likes and 28.2% Instagram followers through ads
- Improving running ads through A/B test which increased reach by 387% Facebook page reach and 184% Instagram reach

Digital marketing Manager

The Cosmic Dome

Dec. 2021 – Current
United Arab Emirates

- Developing paid campaign to generate traffic to Landing page which result in 40% conversion
- Creating video content, photo post, animation which boosted reach by 63.5% in 4 months

Graphic designer/Content creator

Self-employed

Feb. 2016 – current
Kigali, Rwanda

- Boosting Clients' transactions by average of 25% resulting in office expansion by 2 employees
 - Solved low engagement digital design problems by diagnose business' challenge & goals led to develop 91% successful graphic designs projects
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Skills

- Develop strategy planning with high ROI
- Community management
- Creative mindset
- Understand how content works on social web implementing consistent on multiple digital platforms.
- SEO (organic and SEM)
- Landing page optimization
- Lead generation using proven funnels