



ODOCHI (O-DOUGH-CHEE) IBE (EBAY)

DIGITAL STORYTELLER

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odochiibe @thatsod_e <https://www.odochiibe.com>

I am a digital storyteller with more than a decade of experience in media. I'm an open and connected leader who understands the importance of relationship-building and empathy in my role on a team. My portfolio includes: FCBHealth, Quartz.com, Forbes, Foot Locker, and The New York Times.

ABOUT

EDUCATION

Bachelor of Arts, Journalism

Howard University c/o May 2012

Freelance Writer | Editor | Social Media Manager 05/2012 - Present

- Pitch, write, and edit articles for both local and global news outlets.
- My work has appeared on Forbes.com, Quartz.com, and Medium.com, among other publications.
- Produce social media content across platforms, monitoring SEO, and Google analytics.
- Write social media analytics reports for brand collaboration campaigns.
- Conduct targeted audience market research to enhance engagement.

EXPERIENCE

Sisters from AARP | Contract Senior Editor - 01/2022 - Present

- Pitch, write, and edit articles for this award winning newsletter.
- Produce social media content across platforms and report analytics.
- Write social media analytics reports for brand collaboration campaigns.
- Hosted and produced virtual events on Facebook live.

Because Of Them We Can |Deputy Editorial Director 08/2020 - 11/2021, Remote

- Worked as the right hand to the CEO/EIC, creating editorial schedules, reviewing budgets, liaising with writers, graphic designers, and the technology team. Coordinated interns and freelancers.
- Created editorial process.
- Wrote and edited articles, created branded content and managed social media posts. While monitoring analytics and managing teams to keep the site and social pages running smoothly.
- Increased our social media audience by more than 18 percent and doubled impressions on our social media platforms. And increased website page views by 64 percent

World Explorers Group | Social Director 05/2019 - 03/2020, Brooklyn, NY

- Served as the booking coordinator, social media manager, intern coordinator, and party planner for this preschool and after school program in Brooklyn.

FCBHealth | Integrated Producer 06/2017 - 01/2019, New York, NY

- Functioned as a brand-dedicated, integrated producer – being the hub of all campaign execution – partnering closely with account and participating producers. Managed teams and resourcing using Workfront.
- Spearheaded a diversity and inclusion initiative, Party of Five, to create a safe space for colleagues to learn more about one another in a safe, fun environment in the hopes of reducing microaggressions and toxic workplace behaviors.

Townsquare Media | Integrated Marketing Producer 01/2015 - 06/2017, New York

- Managed the development, delivery and execution of sponsored digital marketing campaigns that were seen nationally across the myriad of radio stations the company owns.

SKILLS



Email Marketing



Content Management Systems



Research



SEO/Analytics



Community Engagement and Event Planning



Growth Mindset



Emotional Intelligence



Languages: Spanish HTML