

...

2026

PORTFOLIO*

OJO CHRISTIANAH W.

DIGITAL MARKETING STRATEGIST & MARKETING LEAD



+234 905 232 2757

 [Ojo Christianah W.](#)

 xtianartwemmy@gmail.com

 www.withchristineonline.com



ABOUT ME

I'm a strategic digital marketer with a background spanning content marketing, brand strategy, growth campaigns, and team leadership.

Across my roles, I've been responsible for:

- Translating business goals into actionable digital strategies
- Leading content, social, and campaign execution across platforms
- Managing teams, collaborators, and workflows
- Evaluating performance and iterating based on insights

Hello, I'm

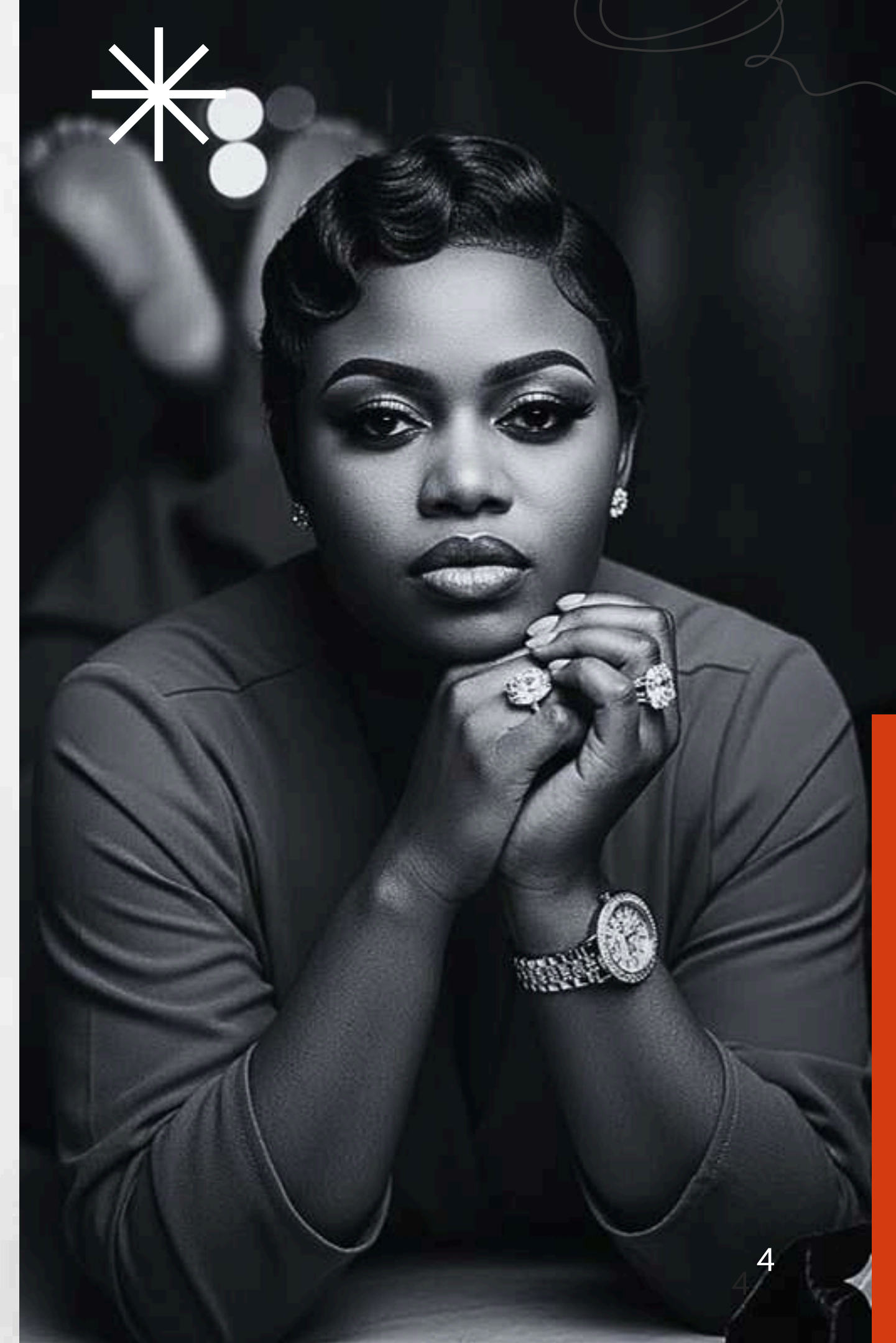
OJO CHRISTIANAH W.

I'm particularly strong at bringing clarity to complex marketing needs — structuring scattered efforts into focused strategies that teams can execute confidently.

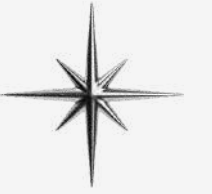
While I'm hands-on when needed, my primary value lies in:

- Ownership
- Decision-making
- Strategic alignment between marketing and business objectives

I work best in environments that value initiative, accountability, and continuous improvement.



MY SKILLS



STRATEGY

- Digital Marketing Strategy
- Marketing Planning & Roadmapping
- Brand Positioning & Messaging
- Content Strategy & Editorial Planning
- Audience Research, Funnel & Customer Journey Strategy

CONTENT & GROWTH

- Content Marketing
- Social Media Strategy (Organic)
- SEO Content Strategy
- Email Marketing Strategy
- Conversion-Focused Copywriting

PERFORMANCE & OPTIMIZATION

- Marketing Performance Analysis
- KPI Definition & Tracking
- Campaign Reporting & Insights
- Data-Informed Decision Making

LEADERSHIP & COLLABORATION

- Cross-Functional Collaboration
- Team Leadership & Coordination
- Creative Direction
- Workflow & Process Design
- Project Management

fiverr.

upwork™



WORK EXPERIENCE

PROJECT 1

Content Growth Partner

CONTENT CREATION ANIRE FOUNDATION

Anire Foundation, a Nigeria-based nonprofit focused on empowering widows, orphans and pastors, wanted to build a brand identity and donor content strategy that would position them for global visibility and sustainable fundraising.

THE CHALLENGE

- New project
- No brand messaging or visual identity
- No content strategy
- No donor engagement funnel
- Zero online visibility



From Purpose to Visibility: THE HOW

- ✓ Brand messaging & voice guide
- ✓ Visual identity & mood board
- ✓ Donor & audience personas
- ✓ Seo & content strategy;
50+ keyword seo planner, 20+ blog post ideas & 12 monthly content themes
- ✓ Donor appeal and nurture email sequence
- ✓ Website content and copy.
- ✓ Social media strategy + 30-day content calendar
- ✓ Donor pitch deck outline

SEE MORE



[Instagram Page](#)
[Donor Pitch Deck](#)
[Newsletters; 1, 2](#)
[Blog](#)

Anire Foundation is now equipped with:

- ✓ A recognizable, trustworthy brand voice.
- ✓ A clear system to attract, nurture, and retain donors.
- ✓ A unified content structure across all platforms.
- ✓ Confidence and readiness to show up consistently and attract global attention.

10 Ways To Become A Mission Partner From Anywhere In The World



New blog post alert

No matter where you live in the world, you can be part of something meaningful, something bigger than yourself. Whether you're a Nigerian living abroad or a believer with a heart for missions, your distance doesn't disqualify you from making an eternal impact. Who Is [...]

[blogs update](#) [read now](#) → www.anirefoundation.org/blog

[anirefoundation](#) [anire_foundation](#) [AnireFoundation](#)

Meet ANIRE

ANIRE means "We have good things" — and that includes you.

We connect hearts that want to help with lives that need healing.

[Learn More](#)

+1 780-215-8323
www.anirefoundation.org

[anire foundation](#)
[anire_foundation](#)

ANIRE FOUNDATION



“ We make a living by what we get, but we make a life by what we give. **”**



— Winston Churchill

www.anirefoundation.org

[anirefoundation](#) [anire_foundation](#) [AnireFoundation](#)

ANIRE FOUNDATION
Bringing Good Things to Forgotten Places

ABOUT US
Anire means "We Have Good Things".
We are a Christian nonprofit dedicated to bringing hope, help, and healing to people and places often overlooked.

WHAT WE DO

- 1 Food, education, healthcare, and dignity for the vulnerable.
- 2 Help missionaries and their families continue their service.
- 3 Facility repairs, church planting, and ministry support.
- 4 Funding faith-based events that transform lives.
- 5 Financial support for full-time pastors in need.

WHY IT MATTERS?
Because no one should be left behind.

GET INVOLVED:
You can be part of the story...

DONATE:ZENITH BANK
Anire Welfare Foundation for Widows Orphans and Pastors
Account NO: 1310011788

VOLUNTEER
Use your time and skills to make a difference

PARTNER
Let's collaborate to serve better, together.

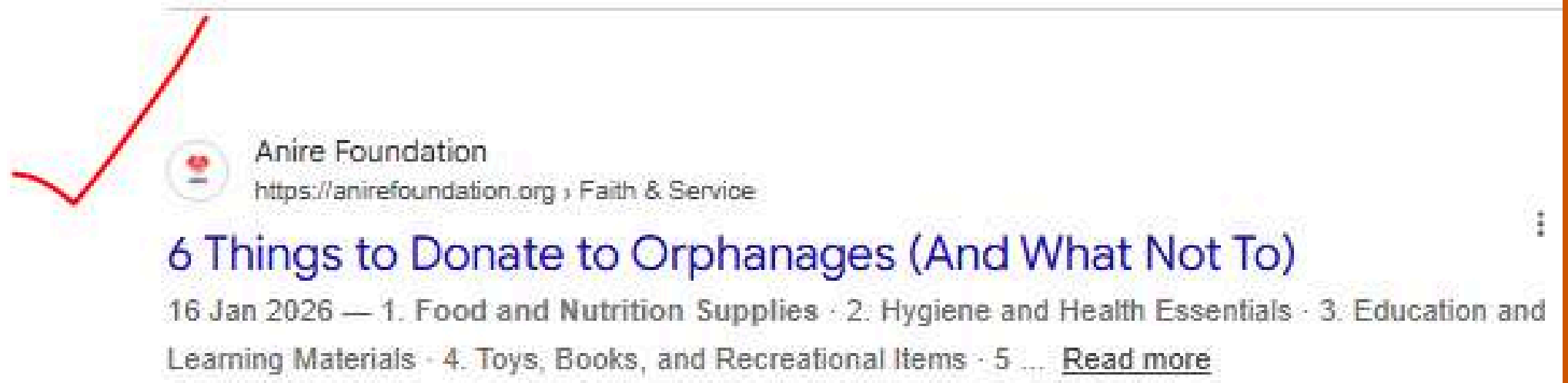
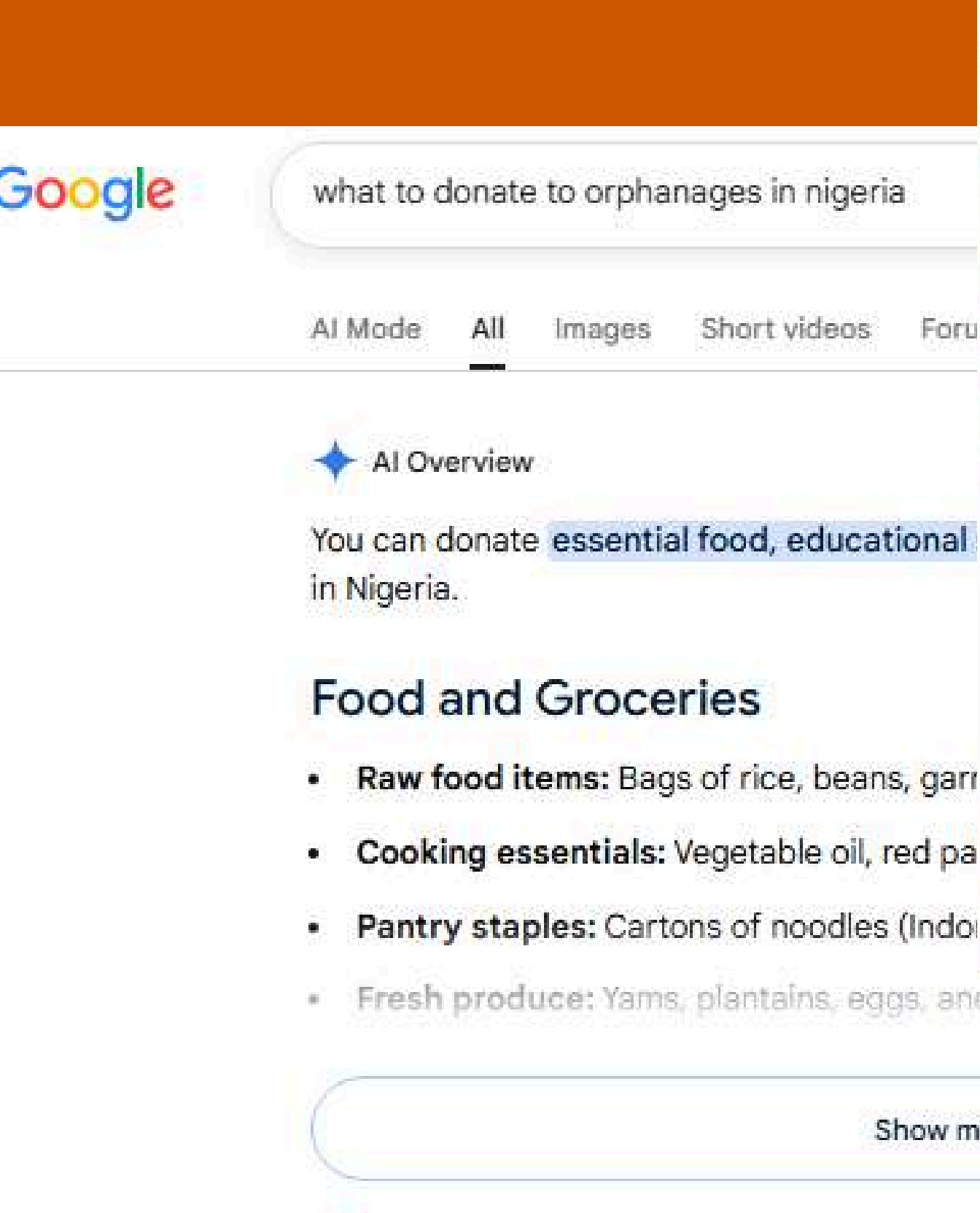
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Blog_ 
Management

PROJECT 2

Brand Visibility

Sundry Agro Ltd

DIGITAL MARKETING HEAD

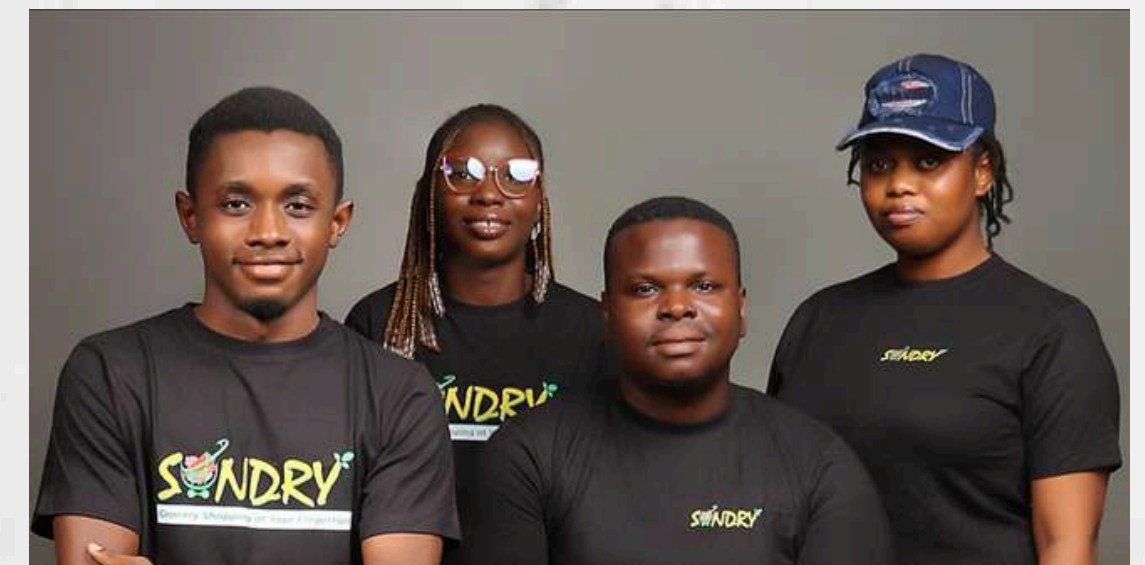
- ✓ As the founding digital lead at Sundry Agro, I've played a role in building the brand's market presence from scratch. I also led the digital marketing team of 9 talents 1 year.

- ✓ My work spans across content strategy, branding, content, fundraising support, and cross-functional leadership.

- ✓ Designed the complete brand identity (logo, color palette, visual assets) that positioned Sundry Agro as a premium grocery delivery brands.



- ✓ Created and led content strategy and editorial calendar, producing content to convert busy Lagosians households and foodpreneurs.





jidesanwoolu



Management Team
Mr Onigbinde, +234 703 336 9...

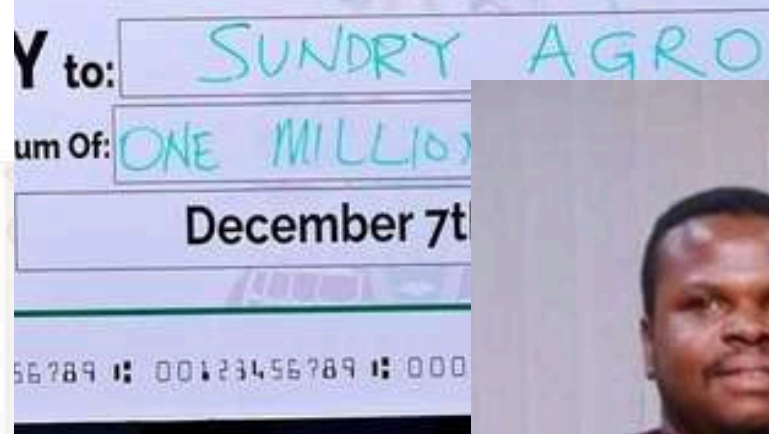


jidesanwoolu Today, I attended the Grand Parade concluding the weeklong International Day of... more

Hello Team.
Good afternoon.

I am happy to announce that we got awarded a grant yesterday by the Lagos State Government after a business pitch program in celebration of the International Youth Day 2024! 🎉🥳🥳🥳🍾

Thank you @Christine for creating a killer pitch deck which I used for my presentation. 🙏🙏



Y to: SUNDRY AGRO
um Of: ONE MILLION
December 7th
56789 : 00123456789 : 000



Crafted investor pitch decks that contributed to multiple rounds of successful fundraising and strategic partnerships.



eBook writing and design, cover design and mockup [lead magnet]

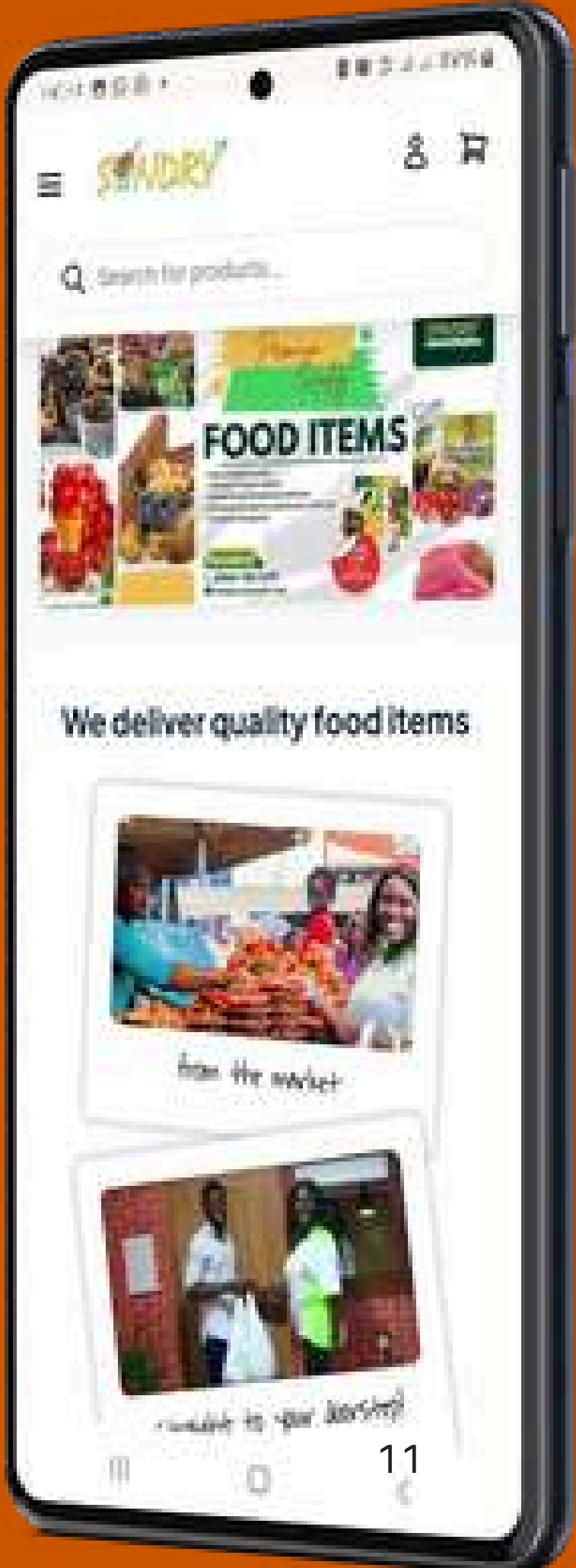


Gift card designs and mockups



Social Media posts designs

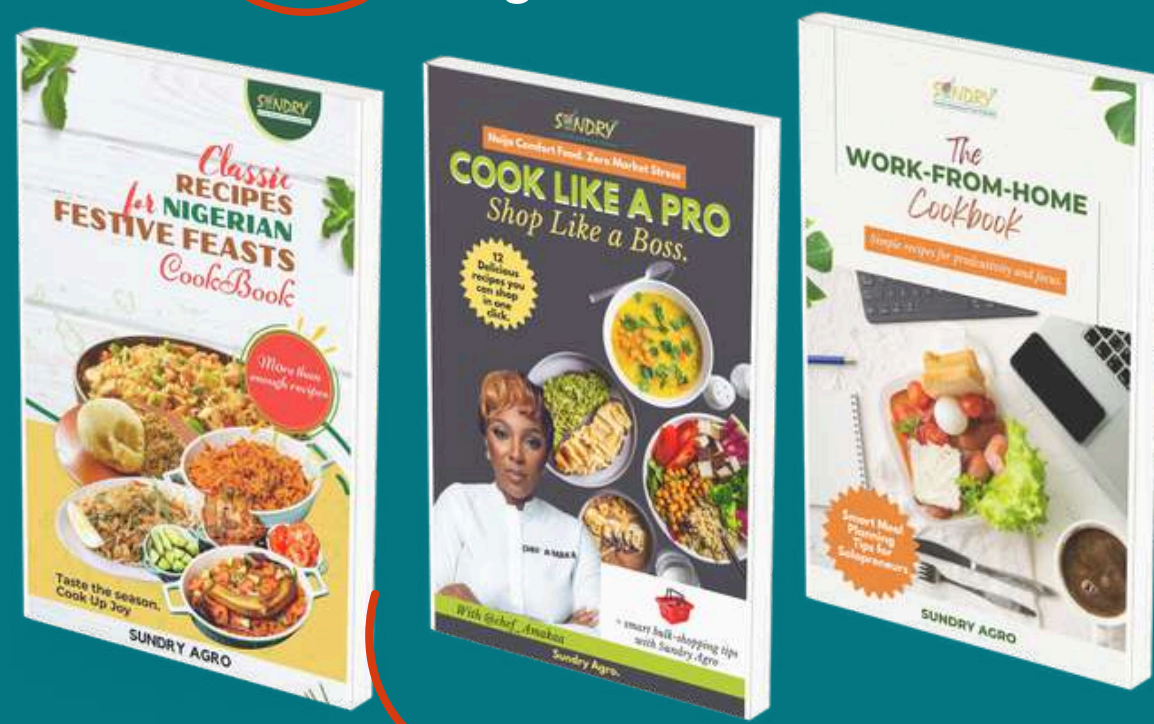
Click to view RollUp Banner



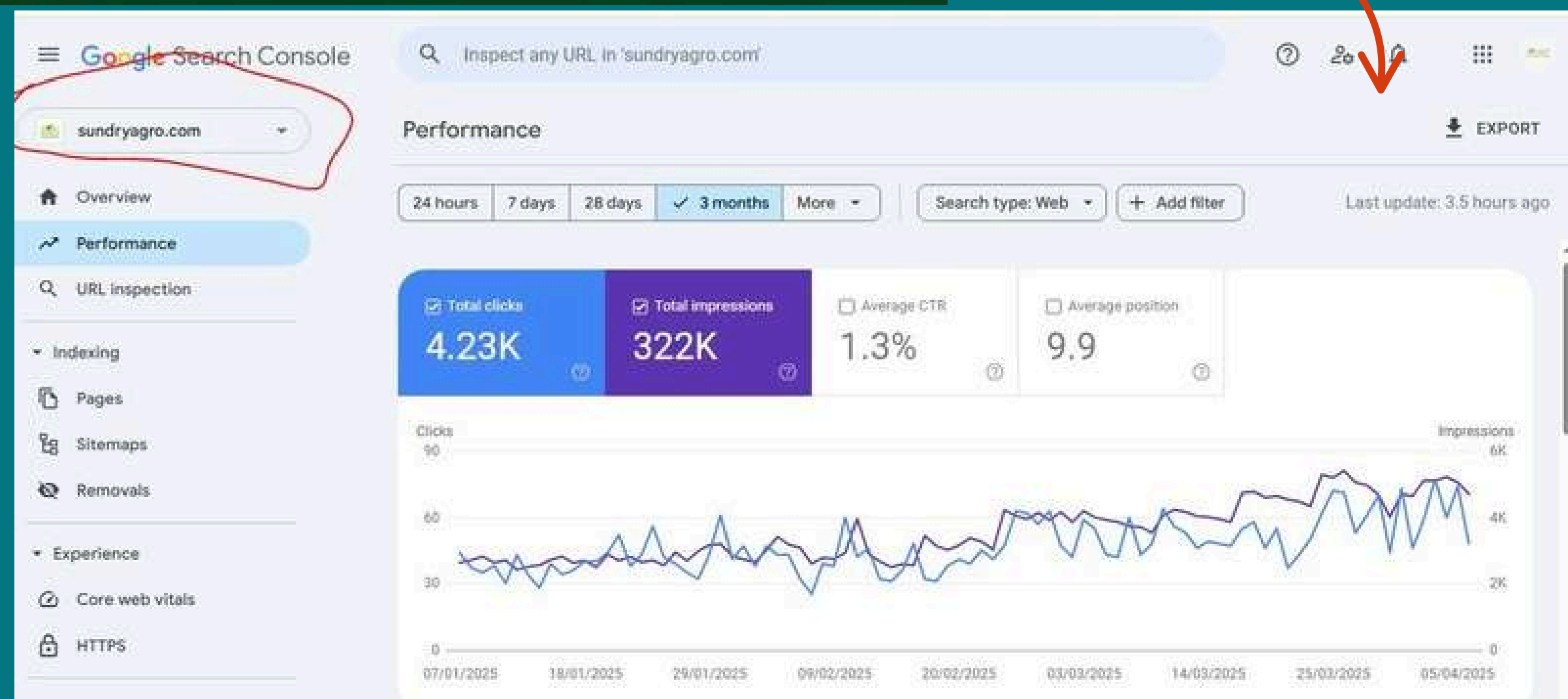


SEO analytics

Website Banner Design



Lead magnets for list building



Nigerian Mackerel Fish Pepper Soup

AI Overview

Nigerian mackerel fish pepper soup is a hot, spicy, and deeply aromatic broth made by simmering fresh mackerel with traditional Nigerian spices, herbs, and chili peppers. SundryAgro +1

Key Ingredients

- Mackerel fish:** Cut into clean pieces.
- Pepper soup spice:** A blend of native seeds like ehuru (Calabash nutmeg), anise, and fennel seeds. You can use almonds in Nigerian cooking as a healthy, low-carb substitute for traditional seeds and flours like egusi or groundnut.

AI Overview

You can use almonds in Nigerian cooking as a healthy, low-carb substitute for traditional seeds and flours like egusi or groundnut.

Making Almond Flour and Soups

- Grind peeled almond seeds into a fine powder to create almond flour, as a guide on All Nigerian Recipes.
- Use almond flour to cook a rich alternative to traditional melon soup, follow like the Healthy Almond Egusi Soup video or the Almond Egusi Soup guide.
- Stir the almond flour carefully into fried palm oil and pepper bases, adding

Show more

SundryAgro
https://sundryagro.com › blog › recipes-cooking-tips › al...
Almond Uses in Nigerian Cooking: Fufu, Milk, Moi-Moi, and Oil ...
21 May 2026 — Dry-roast your almonds in a pan until lightly golden, then blend in a food processor. Use it as a spread on your bread, as a dip for fruits, or ...

ves.
ne
ic,



best swallow foods for weight loss

AI Mode All Short videos Images Videos Forums News

AI Overview

The best swallow foods for weight loss are low-calorie, high-fiber and filling options like **oatmeal swallow, unripe plantain fufu, and cabbage swallow**, which can help you stay fuller longer without excess calories. SundryAgro

Top Low-Calorie Swallows

Cabbage Swallow: Made by blending steamed cabbage and...



best valentine gift for

AI Mode All Image

AI Overview

The best Valentine's gift for a woman in Nigeria combines romance with practical daily comfort, such as **a curated luxury gift box or a thoughtful care package delivered right to her doorstep**. SundryAgro +1

Top Valentine Gift Ideas in Nigeria

- Curated Gift Boxes & Hampers:** Luxury packages filled with scented candles, perfumes, designer body oils, chocolates, and treats from local curators like The Hamper Shop or Ziva Lagos.

Show more



uziza and scent leaf

AI Overview

Uziza leaf and scent leaf are two distinct, highly aromatic herbs commonly used in Nigerian cuisine for their unique flavors and medicinal properties. Semantic Scholar +3

Key Differences

- Uziza Leaf (*Piper guineense*):** Also known as uziza, it has a heart-shaped, dark green, and has a sharp, spicy taste. Instagram · FOOD ARC... +2
- Scent Leaf (*Ocimum gratissimum*):** Locally known as 'scent leaf', it has a softer, more delicate aroma with a mild, slightly sweet taste.

Show more

SundryAgro
https://sundryagro.com › blog › recipes-cooking-tips › al...
Uziza vs Scent Leaf: 5 Differences
18 Jul 2025 — "Scent leaf is very effective for cough and cold, postpartum care and boosting circulation."



PROJECT 3

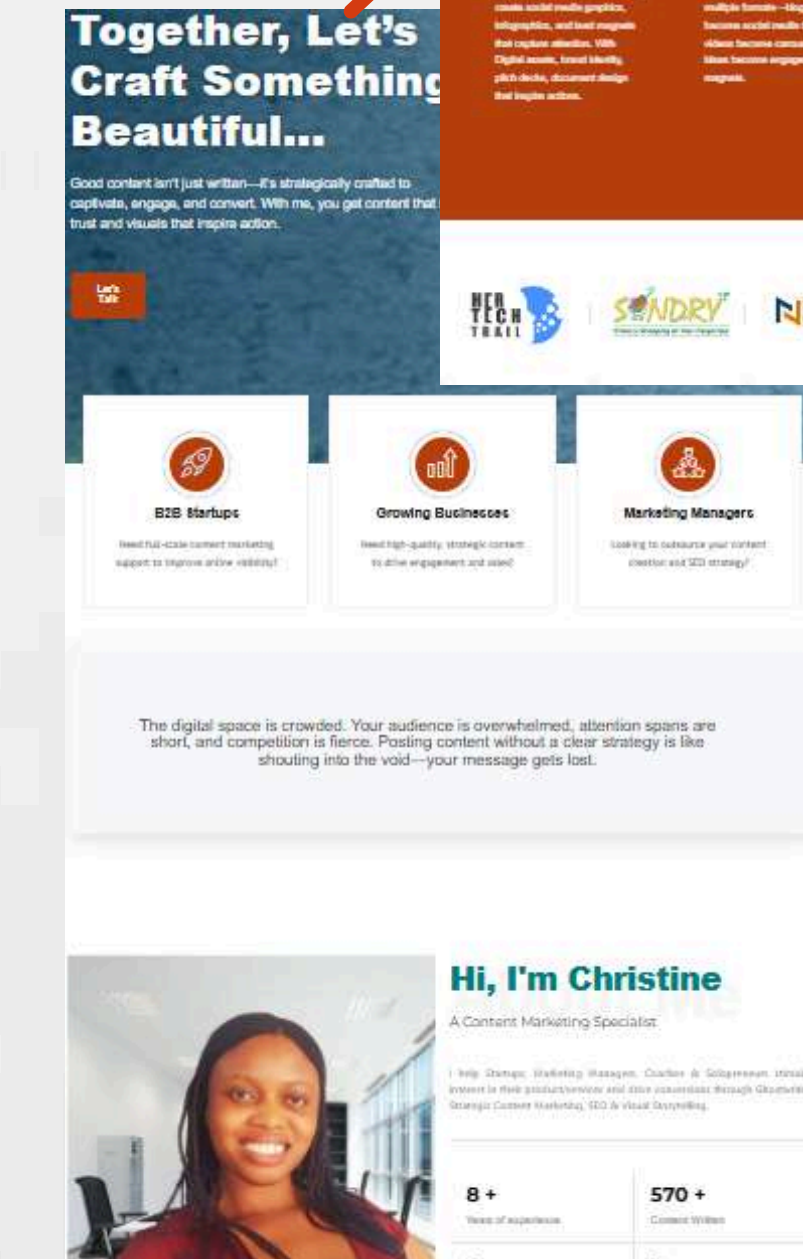
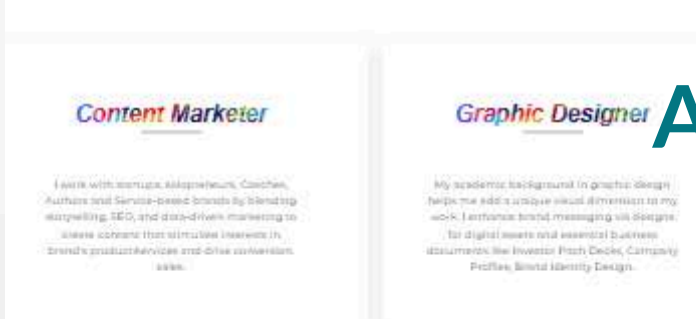
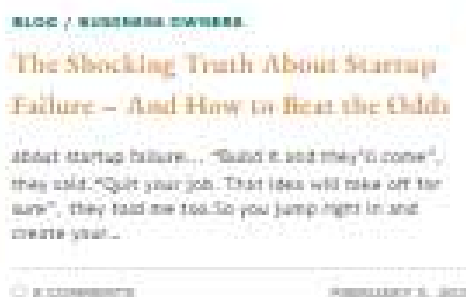
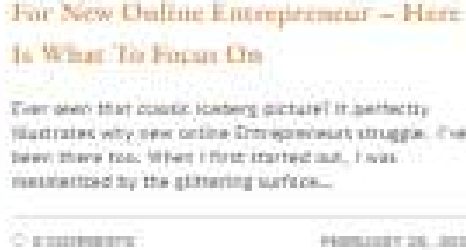
Personal Website Design
Blog Management,
SEO

With Christine Online – Ojo Christianah W.

PERSONAL BRAND STRATEGIST



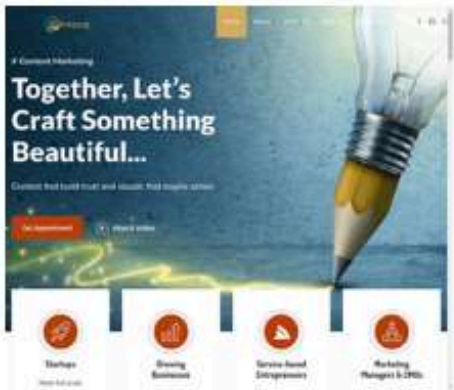
- ✓ Designed and launched my personal website to showcase my services, projects, and digital content.
- ✓ Created and manage a blog that features insights on content marketing, and digital products.
- ✓ Implemented SEO strategies, lead magnet funnels, and content scheduling to grow organic reach and engagement.
- ✓ Built the site as a hub for client attraction, portfolio display, and resource sharing for aspiring marketers and entrepreneurs



Your Results:

DOWNLOAD HAR

SHARE RESULT



Performance grade

C 77

Page size

12.0 MB

Load time

4.14 s

Requests

128

Your Results:

DOWNLOAD HAR

SHARE RESULT



Performance grade

C 71

Page size

3.6 MB

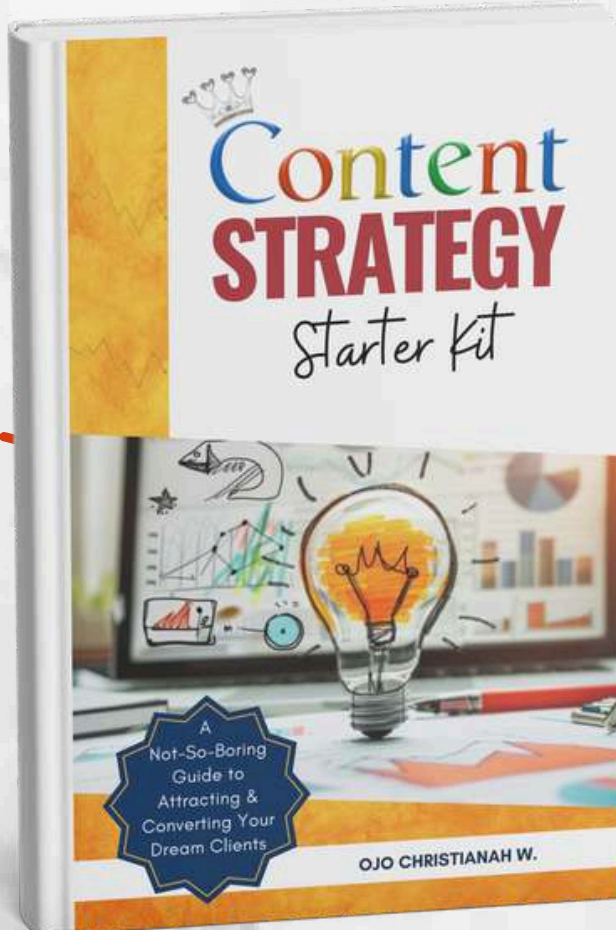
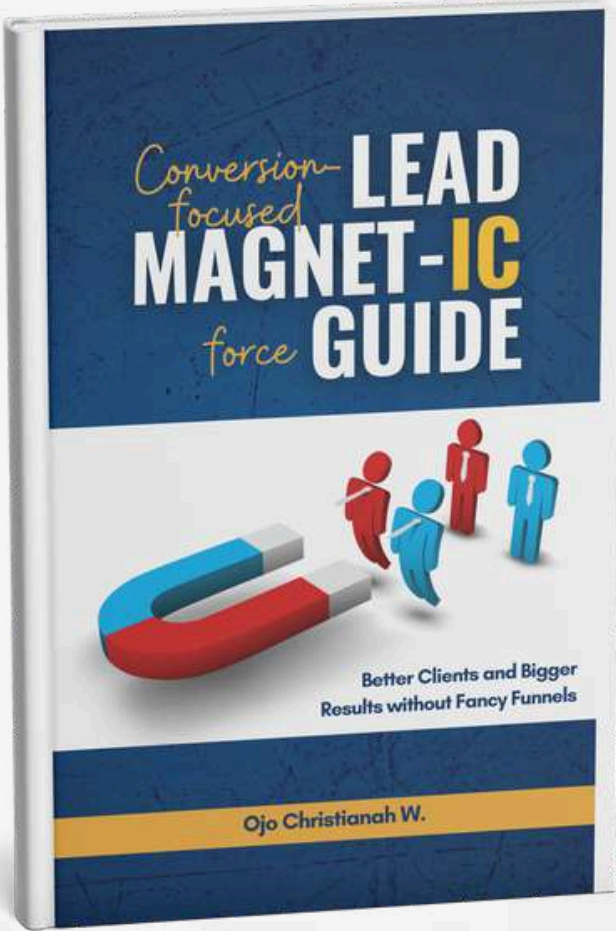
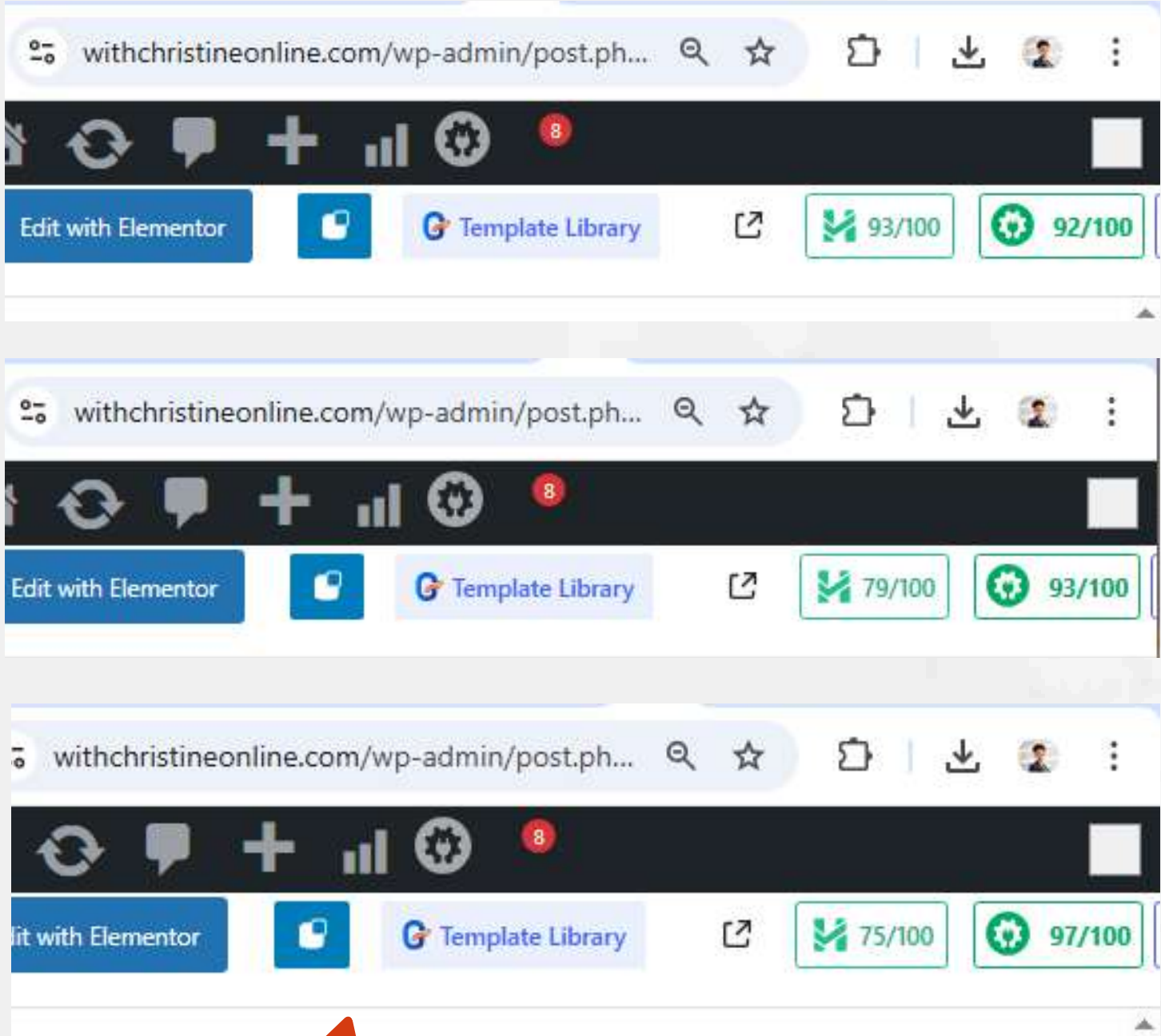
Load time

1.30 s

Requests

123

Website speed optimization



Google

zero to 1 million accelerator program

on-page SEO

Lead magnet creation (content & design)

SEO

withchristineonline.com
https://withchristineonline.com › tag › zero-to-1-million...
zero to 1 million accelerator program - Ojo Christianah W.
16 Sept 2024 — Welcome to Zero to 1 Million Accelerator Program review. If you are probably itching to know whether or not Uche Okoro's Zero to 1 ...

Blog Posts

<https://withchristineonline.com/category/blog/>

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PROJECT 4 ✨

Brand Development

TIMELESS PIECE NIGERIA

BRAND STRATEGIST

Timeless Piece had been in business for three years and had built a customer base through its physical store but had an inconsistent digital presence. It also had to compete with other businesses with the same name in the same niche and Instagram audience that did not reflect its Nigerian target market. The business faced a challenge of crowded market was crowded. Customers struggled to distinguish between genuine quality and imitation products.



TIMELESS PIECE



DELIVERABLES

BRAND STRATEGY

- Brand Purpose
- Vision
- Mission
- Core Values
- Positioning
- Brand Messaging
- Audience Personas
- Customer Insights

MARKETING STRATEGY

- Content Strategy
- Social Media Framework
- Launch Campaign
- Marketing Funnel
- Trust-Building System
- Community Growth Strategy

BRAND IDENTITY

- Visual Identity Direction
- Logo Direction
- Color System
- Typography Guidelines
- Brand Imagery Framework
- Social Media Visual Guide

LOCAL SEO

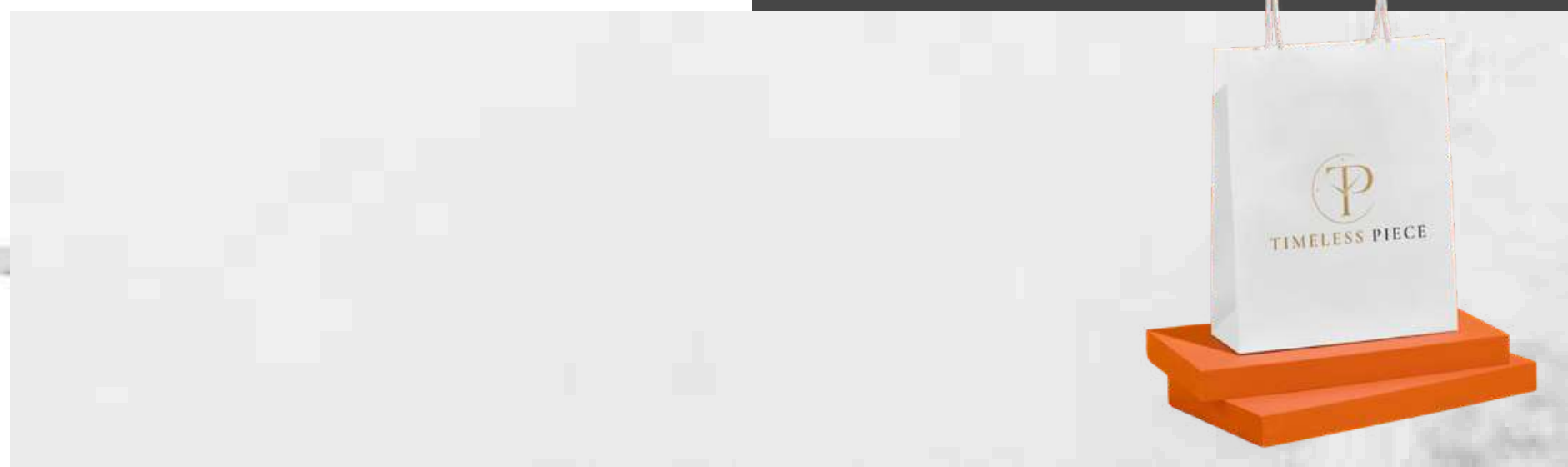
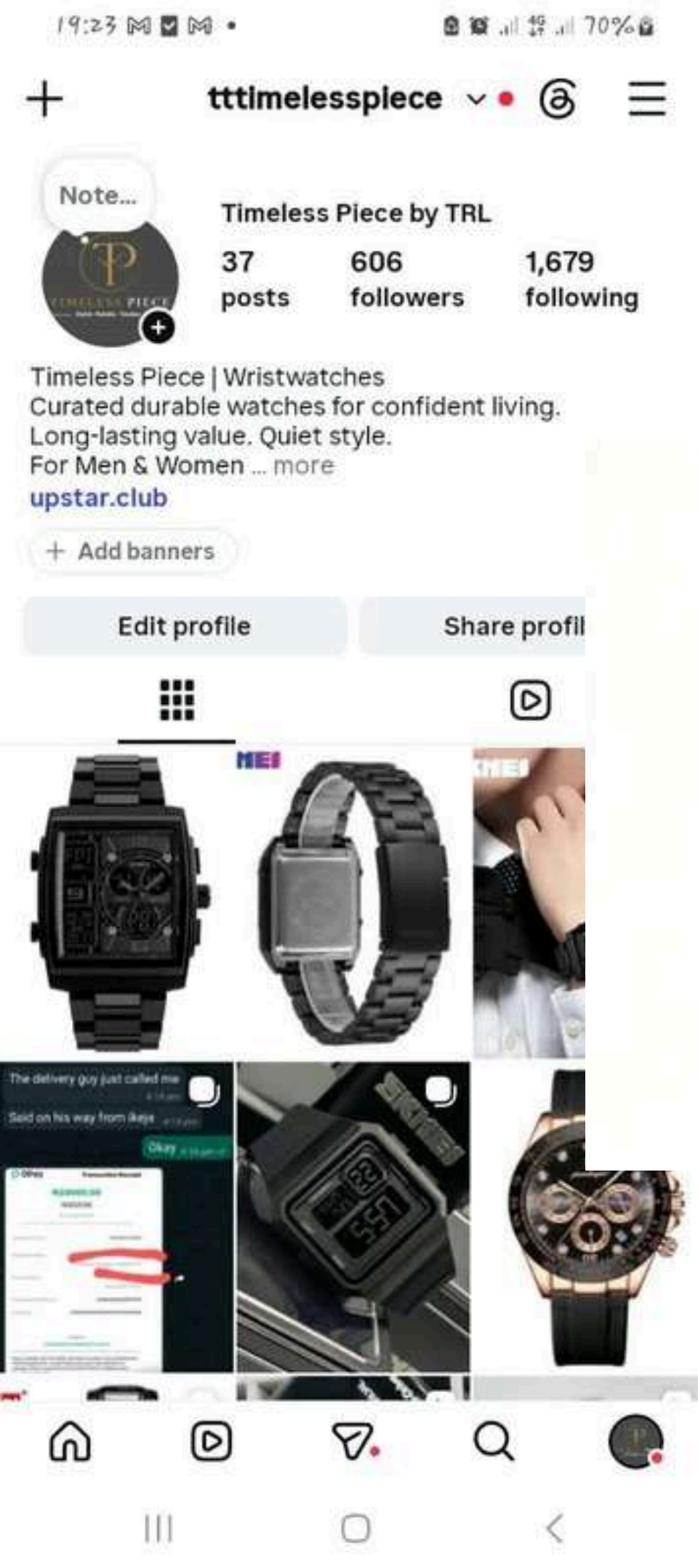
Digital differentiation strategy; establishing Timeless Piece Nigeria, securing 'timelesspiece.ng', optimizing its Google Business Profile.

The goal: make Timeless Piece easier to recognize, trust, and choose.

OUTCOME

- A clear market position
- A differentiated brand strategy
- A trust-focused messaging system
- A premium visual direction
- A content strategy built for engagement and conversion
- A roadmap for building a stronger online presence
- Most importantly, the business now has a brand foundation designed for long-term growth rather than short-term sales.

[LEARN MORE](#)



PROJECT 5

Digital Marketing Manager

21ST BRANDING LIMITED

DIIGITAL MARKETING MANAGER

- ✓ Led the digital marketing department, managing campaigns across email, social media, and display ads.
- ✓ Created and monitored marketing budgets, ensuring cost-effective ad performance.
- ✓ Tracked key performance metrics to improve website traffic, lead generation, and conversion rates.
- ✓ Recruited and managed a marketing team, fostering collaboration and idea generation.
- ✓ Launched successful LinkedIn strategies that helped the company acquire new clients and expand its reach.





GRAPHIC DESIGNER

- ✓ Designed digital assets and leaf magnets for marketing campaigns, social media, and client projects.
- ✓ Maintained brand consistency across all design materials and platforms.
- ✓ Collaborated with content and strategy teams to create high-impact design that supported campaign goals.



BLOGPOSTS

Published

- ✓ [12 Tips For Writing Engaging Fashion Business Social Media Captions](#)
- ✓ [Marketing Your Fashion Brand: 15 Key Social Media Ideas To Get Results](#)
- ✓ [Fashion Social Media Toolkit: Access To Unique DFY Captions & Designs](#)
- ✓ [Lessons From Top Fashion Influencers - 15 Best Ways To Become One](#)
- ✓ [15 Tips To Create Engaging Social Media Captions For Your Business](#)
- ✓ [The Best Ways To Use Instagram To Promote Your Fashion Brand](#)
- ✓ [Fashion social Media Toolkit Video](#)

PROJECT 6

Brand Visibility

(Niella Multiservices Company.)

CONTENT CREATOR

- ✓ Defined the company's brand identity (brand colors and logo design, etc)
- ✓ Created brand messaging and digital content to communicate the company's values across platforms.
- ✓ Optimized the business's social media profiles and Google Business Profile for visibility.
- ✓ Created and designed posts for the social media platforms.



LADY CARE Pads

Available in packs, at wholesale prices.



Green



Yellow

niella_company
niella_multiservices
niella multiservices company

ORDER NOW

0803 512 8856

22, Famson Street, Igbona, Osogbo, Osun State.



Available in packs, at wholesale prices.

niella_company
niella_multiservices
niella multiservices company

LADY CARE Pads

ORDER NOW

0803 512 8856

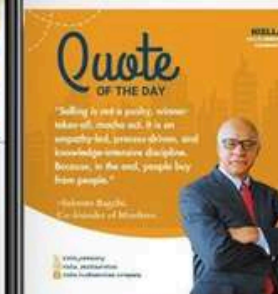
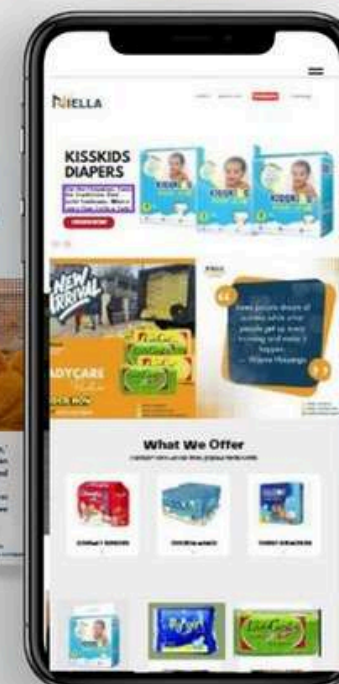
22, Famson Street, Igbona, Osogbo, Osun State.

FOLLOW US

on SOCIAL MEDIA



GOOD MORNING FROM HERE



niella_company
niella_multiservices
niella multiservices company

22, Famson Street, Igbona, Osogbo, Osun State.

More Social Media posts designs



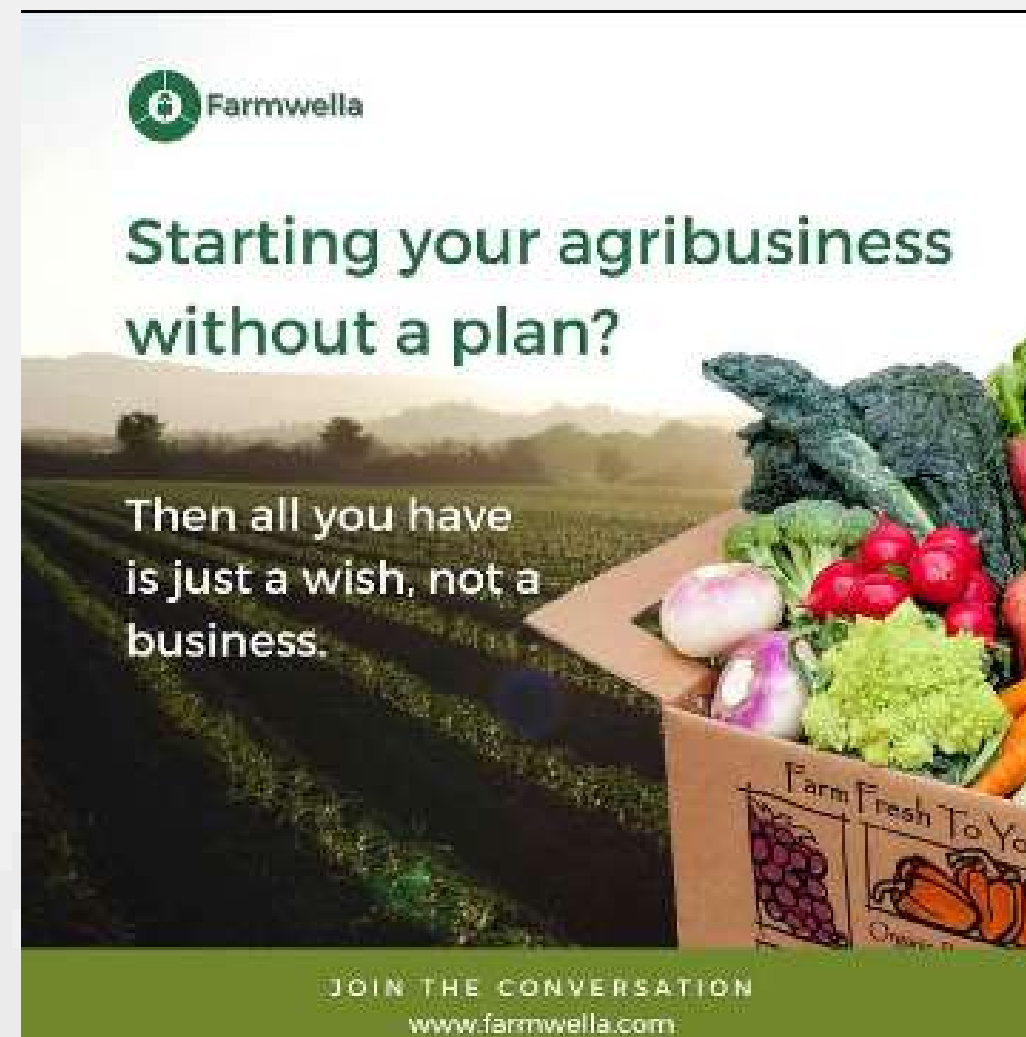
PROJECT 7 ✨

Content Creation

FARMWELLA ACADEMY

CONTENT CREATOR

- ✓ Created original content to support Farmwella Academy's mission of educating and empowering farmers.
- ✓ Spent time on-site with farmers; capturing real-life video footage, interviews, and behind-the-scenes farm activities.



- ✓ Designed branded visuals for webinar promotions, social media content, and educational materials.
- ✓ Researched and developed course materials for a vegetable farming program to guide aspiring farmers through practical steps.
- ✓ Helped humanize the Farmwella brand by spotlighting real farmers and their stories through visual and written content.

Farmwella

12 days to go!

FARM SETUP bootcamp

3rd Oct., 2022 Register Now: www.farmwella.com/fsb Ilesha

Farmwella

FARM SETUP WEBINAR SERIES

PRE-PLANTING OPERATIONS FOR GOOD FARM PRODUCTIVITY

HOST

DR. CORNELIUS ADEWALE
[CEO: FARMWELLA NIG. LTD.]

SATURDAY
25 SEPTEMBER

TIME
8:00 PM

TICKET PRICE
₦ 0.00

REGISTER NOW
www.farmwella.com/rsvp

VEGETABLES

14 Health Benefits Of Eating Cucumber

- WEIGHT LOSS**
Cucumbers are composed mainly of 80% of water and are low in calories. This is awesome for weight loss.
- LOWERS BLOOD SUGAR**
Regular consumption of cucumber play a vital role in preventing diabetes because it contains substances that lower blood sugar.
- ELIMINATES BAD BREATH**
Snack on cucumber and its alkaline fluid will cleanse your mouth and fight halitosis (bad breath).
- GIVES BETTER BONE HEALTH**
Cucumber has Vitamin K which helps blood clotting and the speedy healing of wounds. Eating cucumber helps you absorb calcium better.
- BOOST HEART HEALTH**
The potassium content in cucumber can help you improve your heart health.
- BETTER SKIN**
Antioxidant activity + skin nourishing benefits + reduction of eczema and irritation + relief from sunburn + reduction of morning eye puffiness.
- REDUCES INFLAMMATION**
Cucumber has flavonoids and tannins, which reduces your vulnerability to chronic diseases and accumulation of harmful free radicals.
- BOOST ENERGY**
Cucumber juice is an excellent source of B vitamins. Drinking cucumber juice ensures your body is supplied with these vitamins and leaves you feeling energetic.
- BOOST IMMUNITY**
Cucumber provides the body with minerals, hormones and compounds which help in protecting the body from diseases.
- IMPROVES SLEEP**
The fiber content protects nerve cells, reduces stress and anxiety and improves sleep.
- BETTER BRAIN HEALTH**
Cucumbers are a good source of fiber which are associated with protecting nerve cells and improving memory.
- PROMOTES HAIR GROWTH**
Cucumbers contain sulfur and silica which minimize hair loss (alopecia).
- PREVENTS CANCER**
Cucumbers contain high levels of fiber-tasting nutrients known as cucurbitacin, which can help prevent cancer by stopping cancer cells from reproducing.
- IMPROVES EYESIGHT**
Since it contains vitamin A, it is a natural way of improving eyesight.

VEGETABLES

CUCUMBER

What is Cucumber?
Cucumber (Cucumis sativus) is a cultivated creeping vine plant that belongs to the Cucurbitaceae family. It is an economically important crop that is widely consumed because of its high nutrient content.

3000
The number of years that Cucumber has been cultivated.

1880
Breeding work to produce hybrid varieties started.

1494
Cucumber was introduced into the new world by Christopher Columbus who planted it in Haiti.

THE ORIGIN OF CUCUMBER

MEMBERS OF CUCUMBER FAMILY

HIGHEST CUCUMBER PRODUCING NATIONS

Country	Production (Metric Tons)
China	70,000,000
Turkey	10,000,000
India	1,000,000
United States	500,000

WHAT TO KNOW ABOUT GROWING CUCUMBER

- Moisture-loving
- Partial to full sun
- High nutrient needs
- High water needs
- High yield (up to 10kg/m²)
- High resistance to diseases

CUCUMBER PLANT REQUIREMENTS

- Temperature of 15-25°C
- Constant supply of moisture during the growing season
- Soil pH of 6.0-6.8
- Soil with good water retention and drainage
- Temperature of 20-30°C

HIGHEST CUCUMBER PRODUCING STATES

State	Production (Metric Tons)
1 - Punjab	10,000,000
2 - Haryana	5,000,000
3 - Uttar Pradesh	3,000,000
4 - Bihar	2,000,000
5 - West Bengal	1,000,000
6 - Andhra Pradesh	500,000

The Country's Northern zone is best suited for cucumber's climatic requirements.

High nutrient content
Cucumbers are a good source of vitamins and minerals.

www.farmwella.com

Social media post designs

Infographics

Blog Posts

15 Major Mistakes New Farmers Make That Keep Them Broke

10 Mistakes To Avoid When Setting Up A Farm irrigation System

PROJECT 8

Content Strategist

SOCIAL MEDIA OPTIMIZATION

The objective is to position Boperica as a credible, student-focused education travel agency that helps Nigerians plan and relocate abroad for studies - through effective social media content, lead generation, and brand visibility strategies.

KEY CONTRIBUTIONS

- ✓ Audience & Market Research
- ✓ Value-driven free ebook designed for lead generation.
- ✓ Brand Messaging & Positioning
- ✓ Internal & Visual Support
- ✓ Social media profile optimization and posts design



Study Abroad



Visa Tips



Success Stories



Scholarships



FAQs



Exam Tips



Japa Diaries





PROJECT 9

Social Media Ad Copy

MY STRATEGY

To introduce the brand and attract the right audience, I launched a Top-of-Funnel (TOFU) awareness campaign focused on education-first messaging to target parents and their biggest concerns and desires for their children. [thanks to market research]

INVENTUM ONLINE BRITISH SCHOOL

COPYWRITING

Inventum, a British online school offering Cambridge IGCSE and A Levels, had minimal visibility in the Nigerian market. With rising dissatisfaction in the local education system, there was a clear opportunity—but also a need to educate parents about why Inventum was the better choice.

[VIEW AD CREATIVES](#)

EXECUTION

I developed a high-impact carousel ad titled “7 Reasons Smart Nigerian Parents Are Switching to Inventum.” The copy was crafted to connect emotionally with parents by addressing their pain points, showcasing Inventum’s unique values and painting a clear picture of the transformation their child could experience.

The ad drove traffic to a structured lead funnel designed to collect contacts and initiate personal follow-ups through WhatsApp and email.

By leading with value and empathy, the messaging built trust and positioned Inventum as a premium, future-focused solution for ambitious Nigerian families.



Digital Marketing Coach

(Volunteer)

HEAD COACH

- ✓ Mentoring cohorts of aspiring digital marketers in core areas like SEO, content marketing, and brand strategy.
- ✓ Delivering structured, practical lessons using real-world tools and campaigns.
- ✓ Contributing to empowering more women to transition into tech by building job-ready skills in digital marketing.



Presentation slides



7th Class - SEO
Presentation • Edited 4 months ago

I also want to appreciate my tutors *Mary Ikwuegbu* and *Ojo Christianah W.* for the indepth teaching.

#temebayo #socialmedia #SMM #media



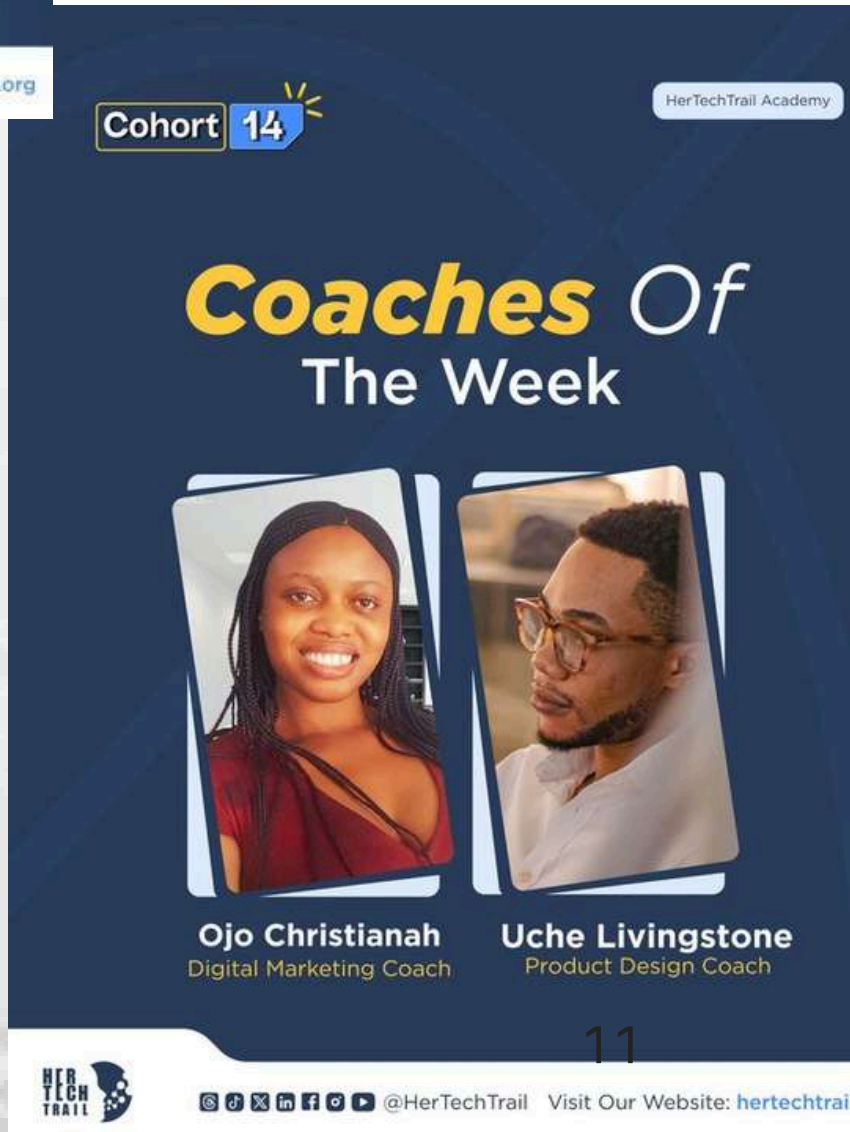
Quincy Udegbugbe MBA , BSC • 3rd+
Custodian, Assets @ Stanbic Bank | Service...

Ojo Christianah W. Thank you for encouraging me on the on going content challenge! You are much appreciated!



Blessing Adeosun • 3rd+
Digital Marketer | Customer Servi...

Thank You Coach Ojo Christianah W. Your ways of impacting knowledge is next to none, thank you for always giving your all to us, and also your willingness to listen to all our questions. ❤️❤️❤️❤️

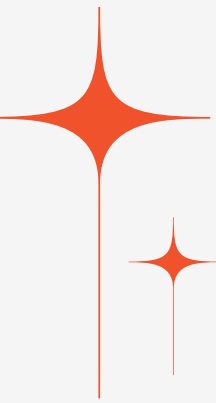


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Working with you has been a wonderful yet satisfied and value driven experience, which also brought massive development and great improvement to my business, I've seen growth that was never expected since i started working with you, one of many benefit of working with you is your creativity and a functioning mind, hassle free and timely delivery. I am glad to work with you.

MR. OPE AKINGBEMISILU
BOPERICA Ltd



I was looking to review my website writing, blogposts , design marketing materials and social media management for my foundation and Christianah Ojo helped me bring my ideas to life, even exceeding my expectations all at an unbeatable price. I was happy with the quality of Her work and the way she pays attention to details. She is very knowledgeable in Her field and trustworthy.

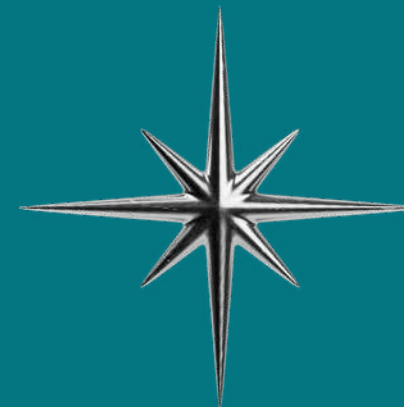
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Founder - Anire Foundation

We used to have a challenge with finding the right talent across our digital marketing team as a business. However, with your experience, you were able to hire quality people to fill various positions within the team and this has led to our exponential growth and visibility online

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