Sunday Arubi

53 Weather Head, Sabon-Gari

Kano.

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# Skills

Online marketing, Marketing Strategies, SEO proficiency, Social media expert, Mobile marketing, Email Marketing, Ms Word, Ms Excel, Ms Powerpoint, and CorelDraw.

# Experience

## FEBRUARY 2021 - PRESENT

### Chanah Academy, Kano *- Teacher*

* Planned and implemented integrated lessons to meet national standards.
* Reviewed curriculum and devised alternate approaches to presenting lessons to increase student understanding.
* Developed and implemented lesson plans that addressed general students as well as those with individualized 504 plans as part of the integrated classroom.
* Instructed students in core educational principles, concepts and in-depth subject matter.
* Encouraged creative thinking and motivated students by addressing individual strengths and weaknesses based on standardized testing results.
* Incorporated exciting and engaging activities to achieve student participation and hands-on learning.
* Fostered team collaboration between students through group projects.

## JUNE 2020 - NOVEMBER 2020

### Sapphire Scholars Initiative, Kano*- Digital Assistant*

* Managed and prioritized marketing materials requests.
* Supported communications team in designing and editing materials for audiences and contexts.
* Created and designed various materials for print and digital collateral.
* Created customized marketing materials to increase product awareness.
* Identified appropriate marketing channels and target customers for campaigns.

## JUNE 2017 - FEBRUARY 2018

### Healthy Kings Medical Equipment limited, Kano *- Sales Manager*

* Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
* Managed order cycle to enhance business development and maintain sustainability and customer satisfaction.
* Grew sales and boosted profits, applying proactive management strategies and enhancing sales training.
* Identified, hired and trained highly-qualified staff by teaching best practices, procedures and sales strategies.

# Education

## OCTOBER 2015 - OCTOBER 2021

### Ambrose Alli University, Edo *- Bachelor’s Degree in Political Science*

## SEPTEMBER 2014 - DECEMBER 2014

### Bliss Institute of Information Technology, Kano *- Diploma in Desktop Publishing*

## SEPTEMBER 2008 - AUGUST 2014

### Rochas Foundation College, Kano*- Senior Secondary Certificate Examination*