

GOODNESS ONYEMENAM

Creative Marketer · Social Media & Content Marketing

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PROFILE

Marketer who builds short-form content and reads the data behind it. Founded Gudnezs, a streetwear content brand with **60,000+ organic views** and a **6% engagement rate** across TikTok and Instagram Reels, where the same video got **4.9× more views on Reels than on TikTok** and rebuilt distribution around it. Backed by a year of face-to-face customer acquisition for AT&T (**up to 300 sales in a month**). HubSpot certified; Google Digital Marketing certificate in progress.

EXPERIENCE

Gudnezs | Founder & Creative Director Dec 2025 – Present

- Built a streetwear and archive-fashion content brand from zero across TikTok, Instagram Reels, and YouTube Shorts: **60,000+ organic views, \$0 ad spend, 35+ videos**.
- Compared identical videos across platforms and found gaps up to **4.9×** (4,213 IG views vs. 868 on TikTok); now tailor captions, covers, and platform priority by content type.
- Paused posting for 8 weeks to rebuild the content thesis and hook framework; relaunch **more than doubled monthly TikTok views** in two months (4.9K in June to 10.7K in August).
- Top Reel reached a **3.6% save rate** (104 saves); Reels averaged **6.6% engagement on reach** with ~94 hours of combined watch time across 9 posts.
- Own the full pipeline: concept, scripting, filming, editing, publishing, and weekly analytics review.

Clockwork Concepts (AT&T) | Sales & Marketing Representative Sep 2023 – Sep 2024

- Ran field marketing and new-customer acquisition for AT&T wireless in high-traffic Walmart locations across metro Atlanta.
- Converted walk-in shoppers through needs-based pitches and product demos: **up to 25 sales in a week and ~300 in a month**.
- Worked to commission-based targets; drove upsells across the product line.

Core Health Services | Direct Support Professional Sep 2024 – Present

- Provide overnight support in a group-home setting with minimal supervision; maintain accurate documentation and coordinate with care teams.

United States Coast Guard | Recruit (E-1) Aug 2023

- Completed initial training before being medically separated. Built the discipline, accountability, and ability to perform under pressure that I carry into everything I build.

EDUCATION & CERTIFICATIONS

Western Governors University | B.S. Marketing 2026 – 2027

- HubSpot Academy — Social Media Marketing Certification (2026)
- Google — Digital Marketing & E-commerce Certificate (in progress)

SKILLS

Marketing: Social Media Marketing, Content Strategy, Short-Form Video, Copywriting & Hook Writing, Brand Identity, Cross-Platform Analytics, Customer Acquisition, Community Building

Tools: Meta Business Suite, TikTok & Instagram Analytics, HubSpot, CapCut, Canva, Google Workspace, Notion