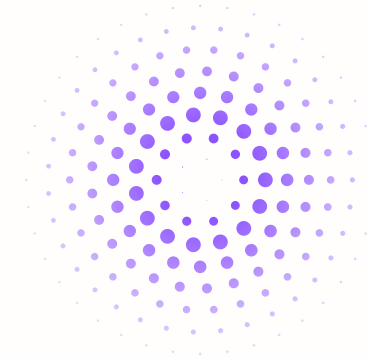
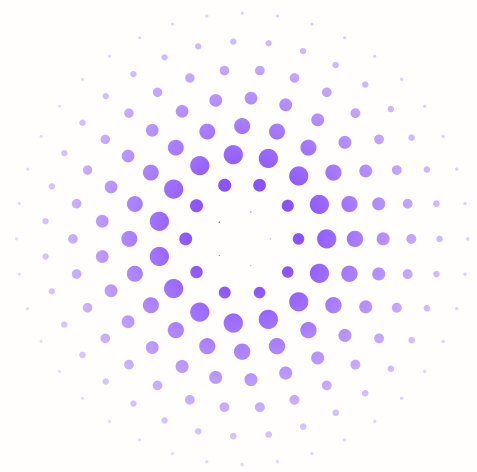


# *my* **Training** **PORTFOLIO**

By Alvena Somto Ode



# Introducing **ABOUT ME**

## **The Vision-to-Market Architect**

I connect the dots from bold ideas to unstoppable launches—blending strategy, creativity, and execution to build brands that lead and campaigns that last.

I have over a decade of first-hand experience in branding, Marketing, communication, Training and business management.



**Alvena Somto Ode**

Founder/ instructor



# MY MISSION

To transform lives and businesses with  
branding and digital technologies



# MY COURSES



## A-Z OF FREELANCING

Digital Nomads

## PERSONAL BRANDING

For everyone

## BRAND MASTERY

For business leaders, marketing  
and branding experts

## E-COMMERCE

For businesses leaders or  
marketing team leads

## ARTIFICIAL INTELLEGEENCE

For Beginners

## DIGITAL MARKETING

For entry level and advanced

# REVIEWS

Received Given



**Fehintola Sotomi, SHRM-CP, ACIPM, HRPL**



· 2nd

Head of People Operations

Though I haven't worked with Somto as a colleague, I have had the pleasure of learning a few things from her through her organized paid group trainings and she has made what used to seem complicated and difficult become very simplified and easy. These tools I still use till date.

An amazing trainer who is hard working, dedicated and above all smart and tenacious. If you need to get the job done, get Somto. She has the capacity to deliver.



**Faith Dada B.Sc, AAT, ACA, M.Sc...** · 2nd 1w ...

Customer Accounting Executive at Airtel Nigeria ||...

Your session was quite instructive, and I truly enjoyed it. It was clear that you were passionate about imparting the knowledge. The Brand Data Unification concept is one of the things I remember. Additionally, I was moved by the account of how you opened doors for yourself and by the excellent way you presented the work you did. Thank you for being a light [Somto Alvena Ode](#)

# A-z of Freelancing

In "A-Z of Freelancing" you will embark on a journey to understand the exciting world of freelancing, discover your niche and craft a compelling online presence. Then you will learn to manage projects effectively and ultimately build a balanced freelance business.

## Course Outline

<b>1</b>	Getting Started with Freelancing
<b>2</b>	Finding Freelance Opportunities
<b>3</b>	Building your portfolio
<b>4</b>	Effective Freelance Project Management
<b>5</b>	Pricing and Quality Delivery
<b>6</b>	Building a Sustainable Business

# Personal Branding

Personal branding is the key to standing out in a saturated industry and in our course we will show you how to unlock your potential with practical examples and stand out.

## Course Outline

<b>1</b>	Introduction to Personal Branding
<b>2</b>	Crafting an authentic brand & Defining Your Unique Value Proposition (UVP)
<b>3</b>	social proof and digital footprint
<b>4</b>	Visual Brandings and Portraits
<b>5</b>	Communicating your brand
<b>6</b>	Branding Roadmap
<b>7</b>	Action Plan and Networking

# Introduction to AI Automations

With the rapid advancement of technology, many people find it challenging to navigate the complexities of AI automation.

Join our course to understand this tech frontier and equip yourself with the knowledge and skills to effectively leverage the potential of artificial intelligence.

## Course Outline

1	Understanding AI and Automations
2	Identifying Automation Opportunities
3	Implementing AI Solutions
4	AI Automations in Business Function
5	Ethical Considerations and Trends

# Digital Marketing Essentials

In today's digital age, effective marketing is paramount for businesses.

Join our 'Digital Marketing' course and unlock the strategies necessary to thrive as a business in this dynamic world.

## Course Outline

<b>1</b>	Understanding Search Engine Optimisation (SEO & GEO)
<b>2</b>	Email Marketing
<b>3</b>	Content Marketing
<b>4</b>	Understanding Pay-Per-Click Advertising
<b>5</b>	Retargeting and remarketing strategies

# Brand Mastery

In our 'Brand Mastery' course, we'll unlock the secrets of building a powerful and enduring brand.

By the end of the course, you will be equipped with the skills and insights to make your brand stand out.

## Course Outline

1	Introduction to Branding
2	Developing a Brand Strategy and building your portfolio
3	Onboarding your first client
4	Building Brand Awareness and Visibility
5	Brand Experience and Customer Engagement
6	Brand Differentiation and Competitive Advantage

# personal SKILLS

My career has spanned various sectors, in which I have acquired the listed skills and provided valuable insights and expertise in branding, business development, and digital transformation.



**Website design and e-commerce expert**



**Business, Product & personal branding**



**Marketing Strategy**



**Business Management**

# notable PROJECT

My notable projects encompass a diverse range of speaking engagements and training sessions.

These experiences have allowed me to share knowledge, inspire, and empower others in various fields,



Speaking  
Engagement



Training with  
Lagos State



Training at  
Fiberone



One-on-one  
Consulting



# THANK YOU

You can reach me for further conversations



[hello@alvenaode.com](mailto:hello@alvenaode.com)



@Alvenaode