MEDIA • PODCASTS • EVENTS • SPEAKING

Feature Oma.
Interview Oma.
Book Oma.

Welcome to the official media kit for Ihuoma “Oma” Chukwuezi.

Everything you need to feature, interview, or book Oma — from approved biographies and speaking topics to host introductions, media assets, and booking details.

THE OMA FACTOR
A practical resource for event organizers, podcast hosts, journalists, conference planners, and brand partners.

Everything is structured for clarity, so you don’t have to guess.

QUICK FACTS

At A Glance

Name
Ihuoma Chukwuezi

Brand
The Oma Factor

Roles
Founder, Digitalbizguru
Creator, The Digital Launchpad
Entrepreneur
Digital Strategist
Speaker
Mentor

Based In
Nigeria

Available For
Conferences • Workshops • Podcasts • Interviews • Guest Lectures • Panels • Virtual Events

SIGNATURE VOICE

How I Communicate

My voice sits at the intersection of clarity, strategy, and real-life experience.

I don't speak in abstract theory or overcomplicated frameworks. I translate ideas into practical steps people can actually use.

Whether I'm speaking, teaching, or writing, my communication style is shaped by one goal:

I want to make growth simple enough to understand, and structured enough to repeat.

Tone & Style

My communication style is:

- Clear, direct, and practical
- Warm but authoritative
- Story-driven with real examples
- Occasionally conversational and relatable
- Balanced with both professionalism and honesty

I'm comfortable switching between formal business language and everyday expression, depending on the audience.

Sometimes I sound like a strategist.
Sometimes I sound like someone telling you the truth you need to hear.
Both are intentional.

Voice Identity

I sound like someone who has built things, broken things, learned from both, and turned those lessons into systems others can follow.

I don't just talk about success. I talk about:

- What actually works
- What doesn't work
- What people are not paying attention to

My perspective is shaped by hands-on experience in marketing, entrepreneurship, training, and ecosystem building.

Language Approach

I use language that is:

- Simple, not simplistic
- Professional, but not stiff
- Relatable, but still structured

Occasionally, I use light Pidgin for emphasis and authenticity.

“You don’t need more information. You need implementation and structure, or haven't you heard enough?”

“No be everybody wey dey busy dey actually dey progress.”

The goal is always clarity, not complexity.

What People Can Expect From Me

When I speak or contribute to a platform, audiences can expect:

- Practical insights they can act on immediately
- Honest breakdowns of business and marketing realities
- Frameworks that simplify growth
- Real-world lessons from building and managing systems
- A focus on execution, not just inspiration

I don’t speak to impress people.

I speak to help people think better and do better.

Closing Positioning

At the core of my communication is a simple belief:

If people understand clearly, they can act confidently.
And if they act consistently, they can grow intentionally.

That belief is the foundation of everything I say.

OFFICIAL BIOS

Approved Biography Versions

SHORT BIO (50 WORDS)

Ihuoma "Oma" Chukwuezi is a digital strategist, entrepreneur, speaker, and founder of Digitalbizguru. She helps businesses grow through digital marketing while empowering aspiring professionals through The Digital Launchpad. Through The Oma Factor, she shares insights on marketing, entrepreneurship, leadership, and personal growth.

MEDIUM BIO (100 WORDS)

Ihuoma "Oma" Chukwuezi is a digital strategist, entrepreneur, speaker, and ecosystem builder passionate about helping people and businesses grow.

She is the founder of Digitalbizguru, a digital marketing agency focused on helping brands increase visibility and drive growth through strategic marketing systems. She is also the creator of The Digital Launchpad, a talent development initiative designed to equip aspiring digital marketers with practical skills and real-world experience.

Through The Oma Factor, she shares insights on marketing, entrepreneurship, leadership, and personal development while speaking to audiences around the world.

LONG BIO (250 WORDS)

Ihuoma "Oma" Chukwuezi is a digital strategist, entrepreneur, speaker, mentor, and founder dedicated to helping people and businesses unlock growth opportunities in the digital economy.

As the founder of Digitalbizguru, she works with businesses to develop marketing systems that improve visibility, attract customers, and support sustainable growth. Her expertise spans digital marketing strategy, content marketing, advertising, business growth, and digital transformation.

Recognizing the growing need for practical skill development, she created The Digital Launchpad, an initiative focused on helping aspiring digital marketers gain hands-on experience, mentorship, accountability, and career opportunities.

Through her personal platform, The Oma Factor, she shares lessons from her entrepreneurial journey while speaking on topics including digital marketing, business growth, leadership, personal branding, and opportunity creation.

Known for combining practical insights with relatable storytelling, Oma’s mission is to help individuals and organizations move from information to implementation, creating lasting impact through strategy, education, and action.

PROFESSIONAL HEADSHOTS

Official Photos

Event organizers, podcast hosts, media outlets, and conference planners may download and use approved images from this section.

Recommended assets:

- Professional headshot
- Full-length professional portrait
- Speaking photograph
- Lifestyle photograph
- Brand photography

Download Media Assets

SPEAKING TOPICS

Featured Topics

Marketing That Actually Works

Practical marketing strategies businesses can implement immediately.

Turning Digital Skills Into Income

How professionals can create opportunities in the digital economy.

Building A Strong Personal Brand

Positioning yourself for visibility, credibility, and growth.

Leadership, Growth & Accountability

Creating systems that support sustainable personal and professional growth.

Entrepreneurship In The Digital Age

Building businesses in a rapidly evolving world.

I also talk about other topics and areas that aren't listed here. This was just to give you an idea.

AUDIENCE TYPES

Who Oma Speaks To

Entrepreneurs
Business Owners
Students
Young Professionals
Women In Business Communities
Corporate Teams
Educational Institutions
Professional Associations
Startup Communities

AUDIENCE & PLATFORM REACH

Audience Snapshot

This section should be updated periodically as your platforms grow.

Suggested metrics to display:

- Total Community Size
- Social Media Audience
- Newsletter Subscribers
- Website Visitors
- Training Participants
- Internship Alumni
- Podcast Appearances
- Speaking Engagements

Growing community of professionals, entrepreneurs, and aspiring digital marketers across multiple platforms and initiatives.

HOST INTRODUCTION SCRIPT

Suggested Introduction



INTERVIEW & PODCAST TOPICS

Suggested Conversation Topics

Marketing & Business

- Marketing mistakes businesses make
- Customer acquisition strategies
- Building sustainable growth systems

Entrepreneurship

- Starting and growing a business
- Lessons from building multiple ventures
- Resilience and reinvention

Personal Branding

- Building authority online
- Visibility strategies
- Thought leadership

Leadership & Growth

- Accountability systems
- Mentorship
- Talent development

FEATURED APPEARANCES

Media & Event Highlights

This section will feature:

- Podcast appearances
- Interviews
- Event recordings
- Conference presentations
- Guest lectures
- Panel discussions

As your media footprint expands, this section will become a valuable authority asset.

BOOKING INFORMATION

Book Oma

For speaking engagements, interviews, podcasts, workshops, partnerships, and media opportunities, please complete the booking form below.

Booking form fields

- Name
- Organization
- Email Address
- Website
- Event Name
- Event Date
- Event Location
- Event Type
- Audience Size
- Requested Topic
- Additional Information

ECOSYSTEM

Part Of A Connected Ecosystem

The insights, experiences, and perspectives shared through The Oma Factor are informed by real-world work across a broader ecosystem.

Digitalbizguru
Strategy & Execution

The Digital Launchpad
Training & Talent Development

The Oma Factor
Thought Leadership & Speaking

LET'S CREATE SOMETHING VALUABLE TOGETHER

Maybe you're hosting a conference, recording a podcast, planning a workshop, or seeking a guest expert, I'd be honored to contribute. Contact me!

Book Oma • Contact Me