

ABOUT ME

I'm Amama Benn Benedict, widely known as BennyCapricorn-a Digital Marketing Consultant, Writer, Educator, Architect, Ethical Hacker, Social Entrepreneur, and Humanitarian based in Nigeria.

I've spent the last decade merging creativity with strategy to help brands grow, communities rise, and individuals thrive in the digital age. From crafting data-driven campaigns and building recovery solutions for hacked accounts, to empowering young leaders and entrepreneurs through training, my mission is simple: use digital tools to transform lives and businesses.

EDUCATIONAL BACKGROUND

- Bachelor of Technology (B.Tech) in Architecture - Cross River University of Technology (CRUTECH)
- Postgraduate Diploma in Education (PGDE) - National Open University of Nigeria (NOUN)
- Master of Business Administration (MBA) - Currently in progress at NOUN
- Executive Master in Digital Marketing & Business Transformation - Currently ongoing

PROFESSIONAL OVERVIEW

DIGITAL MARKETING CONSULTANT

As the founder of BennyCapricorn Digitals, I help businesses and organizations harness the power of digital media to grow and connect with their audiences. With over 1.6 million followers across major platforms, I've led 500+ successful brand campaigns for top organizations like UNICEF, Pepsi, Coca-Cola, MTN, Airtel, Zinox, Oando, Fly Emirates, First Bank, and many others.

I specialize in:

- Social Media Marketing
- Social Media Management
- Content Marketing
- Email Marketing & Automation
- Content Creation
- Search Engine Optimization (SEO)
- Paid Ads - Meta, Google, TikTok
- Influencer Marketing
- Affiliate Marketing
- Digital Product Creation & Sales
- Online Income Generation Systems

DIGITAL EDUCATOR & TRAINER

I lead hands-on Digital Marketing Trainings, publish practical e-books, and create simplified courses that break complex concepts into step-by-step guides. My training programs empower business owners, digital creators, students, and church youth leaders to grow online with confidence.

ETHICAL HACKER & SOCIAL MEDIA RECOVERY EXPERT

In 2011, my Twitter account with 16,000 followers was hacked-a turning point that led me into cybersecurity. I became a self-taught ethical hacker, and today I help people across the globe recover hacked accounts and secure their digital assets. So far, I've assisted nearly 1,000 individuals worldwide.

FOUNDER, AMAMA BENN FOUNDATION

Through the Amama Benn Foundation, I address key social challenges-especially around education, empowerment, and community welfare. The foundation adapts to emerging needs, acting as a flexible, impact-driven platform for sustainable change.

CIVIC & HEALTH ENGAGEMENT

- Plateau Central Coordinator for the Vote Not Fight Campaign (2Baba Foundation)
- Digital Consultant for the Lafiya Project by the Society for Family Health, Nigeria

MY DIGITAL FOOTPRINT

Across platforms like X, Facebook, Instagram, and others, I share insights on digital marketing, cybersecurity, online growth, and entrepreneurship. I've also been featured on television, radio, national, and international media.

WHAT DRIVES ME

Innovation | Impact | Resilience

- I combine architecture, marketing, and cybersecurity to design practical solutions.
- Every project I touch is rooted in real-life transformation.
- I turn personal challenges into pathways for others to grow and succeed.

FINAL WORD

"Digital tools aren't just for profit-they're for purpose."

From building viral campaigns to helping someone recover their online identity... from writing practical e-books to running youth training sessions... I'm building more than just brands-I'm building lives, systems, and legacies.

Let's connect and build something meaningful together.