

Ajibola Abdul Muheen Olamilekan

Graphics Designer | Social Media Manager | Community Manager

Phone: +234-70-38-57-7691

Email: muheenadedoyin@gmail.com

Work Experience

Werenode (werenode.com)

Social Media Manager/ Social Media Manager

August 11th 2022- Present

- Configured Discord server and bots, organized event, and increased Twitter impressions by 96.6% with over 40,000 impressions and 162 mentions in 28 days without campaigning or rallying.
- I generated over 40 graphic designs and short movies that were blended into each piece of content I created to help expand audience reach, convey impression awareness, and ultimately pique interest in the intended demographic.
- Constantly developing content for all Werenode's social media, coming up with varied contents and designs, publishing them with varying tones and hashtags based on the media.
- Giving reports on the social media progress based on available data analytics and upgrading my articles based on the studied results that helped us migrate the project community members from the Telegram and Twitter community to the Discord server.

Coinpaprika (Coinpaprika.com)

Marketing Team/ Content Writer

November 10th - Present

- As a Content Writer, I spearheaded the Coinpaprika News section, constantly generating timely and entertaining cryptocurrency news stories that demonstrated a great understanding of the volatile crypto industry.

- In order to create appropriate and appealing images that resonate with the content / article, I learned how to expertly incorporate AI technology to generate captivating photographs, increasing article appeal and engagement while demonstrating a combination of technical and artistic prowess.
- On occasion, I handled and published sponsored articles, successfully reconciling editorial integrity with commercial interests, so increasing corporate income and brand awareness.
- To supplement my content creation skills, I am also adept in Photoshop and can handle the Illustrator tools with ease, delivering high-quality designs that visually boost our brand and marketing materials. Also contributed to delivering quality logo integration on the platform's partnership page.
- I played a critical role in customer outreach and acquisition, providing key strategic insights that accelerated our marketing efforts and extended our client base.
- As a content developer, I actively participate in research to provide vital data and insights for project development, keeping our offers current and relevant.
- I boosted the company's online visibility by promoting initiatives across social media channels, leading to increased interaction and digital footprint.

Spinal Foxes

Collaboration Manager/ Marketing Adviser/Graphics Designer

April 23rd 2022 - June 18th 2022

- Reached out to approximately 100 NFT partners on behalf of the project, assuring a well-run partnership.
- Provided marketing advice that helped the project generate over 5,000 users on its Discord server within 7 days.
- Drafted the project's plan and provided a list of Web3 utilities that may be made available to the holders; this idea was approved and praised.
- Designed several banners and jpegs to assist the project raise exposure and become more hyped.
- Managed Spinal Foxes' Twitter account, coordinating raids and generating enthusiasm with whitelist awards.

- Performed equivalent duties, including Community Management, for more than ten NFT initiatives.

EDUCATION

BSC Marketing

September 2019 - 2023

University of Ilorin Nigeria

Graphics / Mockup design

Udemy learn a skill Course

Social Media Managing

Udemy learn a Skill Course & LinkedIn Library

Skills

- Programs: Adobe Photoshop, Adobe Illustrator, Figma.
- Media management: Twitter, Telegram, Instagram, LinkedIn, Facebook & Discord.
- Content Writing
- Ai Expert

Honor's and Awards

- Nigerian Cambridge Scholarship Award
- Most Outstanding Student award

Extracurricular and Leadership

- MSSN Welfare Officer
- Yes club junior Welfare officer
- MS Welfare Officer