



# AMINA YAHAYA BABA

## DIGITAL MARKETING AND BRANDING INTERN

### CONTACT

- +234-8063808399
- God's Own Estate, Abuja, Nigeria
- [yahayaaminadeveloper@gmail.com](mailto:yahayaaminadeveloper@gmail.com)
- [medium.com/@the-Introverts-lkigai](https://medium.com/@the-Introverts-lkigai)
- [PORTFOLIO AND NEWSLETTER](#)

### EDUCATION

2014 - 2021  
AHMADU BELLO UNIVERSITY

- Bachelor of Mechanical Engineering.
- GPA: 3.78 / 5.0

2018 - 2020  
CENTRAL SOUTH UNIVERSITY

- Bachelor of Rail transport Engineering
- Study Abroad Scholarship

### SKILLS

- Content Writing
- Proactive learner
- Google Workspace
- Leadership
- Active listening & Teamwork
- Effective Communication
- Critical Thinking
- Responsive web design
- AI Essentials

### LANGUAGES

- English (Fluent)
- Mandarin (Basics)
- Arabic (Basics)
- Hausa (Intermediate)

### PROFILE

I graduated as the top female engineering student and earned a **second-class upper**. After securing a digital marketing qualification, I can generate interesting SEO content. I prioritize ongoing learning by volunteering at TechSavia, where I enhanced the quality of LinkedIn posts through research and editing. Adept at transforming ideas into compelling articles, I craft interesting content that promotes SDGs 1, 4, 8, and 17 through nonviolent storytelling on Medium Blog. My attention to detail and innovative writing skills could enhance your company's growth and audience engagement.

### WORK EXPERIENCE

- TechSavia, Remote** 2024 - PRESENT  
Content Writer Volunteer
  - Conduct comprehensive research on assigned topics and develop content that aligns with the company's goals and objectives.
  - Craft engaging and error-free social media posts using exceptional writing, editing, and proofreading skills.
  - Guarantee brand consistency across all marketing channels and materials.
- Women TechMakers, Abuja** 2022 - PRESENT  
Event Staff Volunteer
  - General cleaning of venue spaces was performed prior to, during, and after performances.
  - Speakers and presenters received critical support, including technological concerns and ensuring they were comfortable on stage.
  - Speakers and presenters got crucial assistance relating to technical issues.
- AITECH Limited, Abuja** 10/2022 - 12/2022  
Front End Developer Intern
  - Mentored students on fundamental Front-end tools - HTML 5, CSS 3, Bootstrap 5.
  - Team up with senior developers to develop user interfaces with modern tools, HTML5 and CSS3.

### INTERESTS

Technological Innovations  
Computer Software  
Mental Health Advocate  
Nature, Climate, and Travel

Sustainable Development  
Social Issues and Impact  
Web development  
Growth Mindset