

# OLORUNFEMI EMMAUNEL OLAMIDE

## SOCIAL MEDIA MANAGER

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Location: Abuja, Nigeria

### SUMMARY

Motivated marketing professional with a Bachelor’s degree in Marketing and strong expertise in data-driven decision-making, digital strategies, and problem-solving. Aspiring to transition into Business Analytics and AI to leverage data and machine learning for innovative business solutions. Passionate about enhancing analytical skills and contributing to the digital transformation of organizations through advanced tools and methodologies.

### EXPERIENCE

CHRISTOMEXPRESS LOGISTICS 2025 – Present  
Lagos State, Nigeria

**Social Media Manager**

- Managed social media platforms to promote logistics services, driving a 35% increase in inquiries for shipping services to the USA, Europe, and Canada.
- Created and implemented ad campaigns that improved ROI and generated higher revenue for the business.
- Developed content strategies that enhanced brand visibility and engagement across social media channels.
- Utilized data-driven insights to optimize content performance and align posts with audience preferences.

DONAH TECH 2024 - Present  
Toronto, Ontario, Canada

**Chief Sales Officer & Social Media Manager**

- Designed and executed data-driven marketing strategies, improving social media engagement by 35% and increasing client acquisition by 20%.
- Conducted customer behavior analysis to tailor marketing efforts, aligning them with predictive data insights.
- Led a team of five to develop an AI-driven customer segmentation model that enhanced targeted advertising and reduced customer churn.
- Managed cross-functional collaboration to integrate analytics tools into social media platforms, streamlining reporting processes.

AFRIPRISE BOOKS LIMITED 2022 - 2024  
Abuja, Nigeria

**Digital Marketing Head**

- Directed the company's digital marketing strategies, achieving a 50% increase in website traffic and a 30% growth in online sales.
- Oversaw content strategy, SEO optimization, and analytics-driven campaigns, leveraging tools like Google Analytics and SEMrush to improve campaign efficiency.
- Managed a team of four, mentoring team members and fostering collaboration to drive project success.
- Implemented a social media engagement strategy that boosted customer interactions by 40%.
- Led the development of an email marketing campaign that increased conversion rates by 25%.
- Collaborated with cross-functional teams to identify and integrate AI tools, such as chatbots, into customer engagement strategies.

AFRIPRISE BOOKS LIMITED 2019 - 2022  
Abuja, Nigeria

**Digital Marketing Officer**

- Spearheaded SEO and analytics-driven campaigns that boosted website traffic by 50% over six months.
- Implemented Google Analytics to monitor user behavior, identifying high-impact marketing channels.
- Conducted A/B testing on marketing content, improving ROI by 15%.
- Collaborated with IT to explore potential AI applications in customer service, such as chatbots

### SKILLS

- Excel (advanced)
- Power BI
- Google Analytics
- SQL
- Python (beginner, focusing on data analytics libraries like Pandas, NumPy, and Matplotlib)
- Scikit-learn
- TensorFlow (basic understanding)
- HubSpot
- SEMrush
- Google Ads
- Problem-Solving
- Strategic Thinking
- Team Leadership
- Effective Communication

### TRAINING AND CERTIFICATIONS

Google Data Analytics Professional Certificate  
2023  
  
Introduction to Artificial Intelligence by IBM  
2023

### EDUCATION

**Bachelor of Science (BSc) Marketing**  
Lead City University | Ibadan, Oyo State  
2022

### REFERENCE

**Cecilia Isaac**  
HR Manager  
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