

SALAMI TRUST

Address: No 6, Ifelodun Street, Liberty Road, Ibadan, Oyo State.

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A digital marketing professional with hands-on experience in SEO based Content Marketing, Social Media Management and Analytics so as to generate increased sales and conversion rate.

CORE COMPETENCIES

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|---------------------------|------------------|-----------------------------|
| • Microsoft Office Suites | SMM | Online Community Management |
| • SEO-based writing | Creative Writing | Strategic Planning |
| • Google Analytics | Copywriting | Storytelling |
| • Newsletters | Market Research | WordPress |
| • Customer Engagement | Canva Design | Keyword Research |

PROFESSIONAL EXPERIENCES

Jan. 2020 – Present.

TRUSTHENGINE

Digital Creator

- Designed high quality posts with aesthetic touch using Canva.
- Monitored the audience's engagement through metrics.
- Implemented different strategies to driving product sales.

May 2020 – Present.

OPERA NEWS HUB

Content Creator

- Created original articles on Health, Sports, Relationships and Lifestyle.
- Crafted attention-grabbing headlines that attracted over 10 thousand clicks.
- Adapted to different writing styles in line with the subjects.

April 2020

AZYSTYLES FASHION STORE

Website Reviewer

- Reviewed webpages with SEO as a factor.
- Recommended pointers for better on-page optimization.

PROFESSIONAL CERTIFICATIONS

July 2020	Udemy Certificate in The Complete Digital Marketing Course. (UC-B2D51FD7)
September 2017	University of Ilorin BSc (Ed) Environmental Health Promotion and Education.
March 2013	Rehoboth Computer Center Certificate in Computer and Internet Training
June 2012	The West African Examinations Council West African Senior Secondary School Certificate

PERSONAL INTERESTS

- Poetry Photography Reading Volunteering Music

REFEREES

Available on Request