

AKINJIDE TITILAYO NATH

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2tnath@gmail.com

CAREER OBJECTIVE

“To be able to work towards career development, in a good and challenging environment, where teamwork and self-development is encouraged. Organization where there will be opportunities, to display my creative ability and build an excellent career”

WORK EXPERIENCE

SUMMARY OF WORK EXPERIENCE/DATES

PIXELS DIGITAL SYSTEMS LIMITED

July 2015 -Till Date

Marketing Team Lead

KYDAL OFFICE POINT

May2014 –June 2015

Business Development/ Human Resource Officer

BLUE SHIELD ADVERTISING AGENCY

January2009 –January2014

Media Tracker/ Sales Coordinator

DOMINION COLLEGE

January2007-December2008

Administrative Officer

Total Years of Experience

10 YEARS

Key Responsibilities

PIXELS DIGITAL SYSTEMS LIMITED

July 2015 -Till Date

Marketing Team Lead

- Monitoring all product performance and Unit revenue, profit and decline
- Promote Brand using :SMS marketing, Social media management, engagement and monitoring
- Mass Media dealings/ Sponsorship
- Handling of Market research/ customer retention
- Handling of sales Promotional programs & development
- Supervise all Unit heads/ Marketing executives, generate lead and help with deal close-up

KYDAL OFFICE POINT

May2014 -Till Date

Business Development /Human Resource Officer

- Recruitment and selection for our clients
- Coordination of staff induction programs
- Developing and implementing policies on issues like: work condition, performance management, disciplinary procedures and absence management
- Administering payroll and maintaining employee records
- Planning, analyzing training needs in conjunction with departmental head and sometimes delivering training
- Developing training programs and training content
- Managing the company's online presence (website, blog, facebook page, googleplus, and other platform)
- Developing new business opportunity/ strategy
- Represent the company, make presentations and execute projects
- And any other duties as assigned

BLUE SHIELD ADVERTISING AGENCY

January 2009 – January 2014

Media Tracker/ Sales Coordinator

- Answering customer's questions on product and service
- Maintain customer record by updating the account information
- Monitor all advert placement
- Keep a clear account of all project
- Give weekly, monthly and yearly report of all advert tracked
- Developing strategy, sales plans for all sales rep
- Developing and maintaining good relationship with clients
- Identifying and reporting on new business opportunities
- Overseeing a sales team

EDUCATION/ PROFESSIONAL QUALIFICATION

The Institute of Brand Management of Nigeria (IBMN)

Associate Member

Ekiti State University

2015 - 2016

PGD in Human Resource Management

The Polytechnic, Ibadan

2008 - 2011

HND in Mass Communication

The Polytechnic, Ibadan

2004 - 2007

ND in Mass Communication

Ise- Oluwa Group of School

1997 - 2002

Senior Secondary Leaving Certificate

Richmab International School

1990 - 1996

Primary School Leaving Certificate

GENERAL SKILLS

- A good business sense
- Excellent leadership skill.
- Enjoy developing and implementing new ideas.
- Excellent communication skill
- Good interpersonal and organizational skill
- Ability to organize, coordinates, and work with no supervision.
- Strong analytical and presentation skill
- Ability to motivate and manage team
- Professional with strong sense of responsibility
- Good IT, budget and report writing skills

PERSONAL BIODATA

Date of Birth: January 3, 1986

Marital Status: Married

Gender: Female

State of Origin: Ogun State

COMPUTER PROFICIENCY

Proficient in Microsoft word, excel, PowerPoint, website update and social media community creation

INTEREST

Reading, Event Planning/ Management, traveling and Meeting People

REFERENCES

It will be provided upon request.