

OLUWATOBILOBA BADEJO | CONTENT MARKETING MANAGER

tobibadejo28@gmail.com | Lagos, Nigeria |
<https://www.linkedin.com/in/oluwatobiloba-badejo-3800821a6/>

PROFESSIONAL SUMMARY

As a social media manager and content creator with 2+ years of experience, I have my personal brand and I have helped over 15 individuals and brands in the areas of social media management, brand consulting, and content creation. Ever since I discovered my love for creating content, I sought to learn more about it. I went further to take on projects that would require the implementation of skills acquired such as content writing, video creation, video editing, social media management, digital marketing, content creation, brand consulting, and a couple of other skills. I have worked with different brands and organizations from various sectors such as non-governmental organizations, religious organizations, beauty specialists, bloggers, chefs, fashion houses, podcasts, my personal brand, and much more.

CORE COMPETENCES

Content Marketing	Creative Strategy	Thought Leadership	SMM
Project Management	Content Audit	Content Planning	Analytics
Editorial	Content Distribution	Content Optimization	Brand Marketing

RELEVANT SOCIAL MEDIA EXPERIENCE

CONTENT CREATOR (@tobsthebrand)

August, 2022 – Present

Instagram

- Successfully crafted and shared Instagram content that resonates with a dedicated audience, resulting in high engagement rates.
- Collaborated with fellow influencers to create synergistic content that expanded reach and brand exposure.
- Achieved a significant milestone with a viral video, garnering over 10,000 views, showcasing my ability to create compelling and shareable content.

CONTENT MARKETING MANAGER

Nov, 2022 – Present

Amani Health Inc

- Managed 3-4 influencers for various company projects.
- Achieved a viral video with over 1 million combined views on Instagram and Facebook, and gained 1000+ followers increase.
- Monitored and analyzed marketing analytics to assess campaign effectiveness.
- Evaluated brand performance against established goals.
- Developed and maintained a content calendar tailored to the mental health niche audience.
- Produced and edited video content. Created engaging graphic content for various company platforms.
- Successfully sent out weekly newsletters for the company, boasting an impressive 45% open rate.

- Authored weekly blog posts, focusing on mental health topics for children.
- Collaborated closely with the tech, engineering, and product teams to deliver compelling and relatable content on company websites and other digital platforms.

OTHER EXPERIENCES

CONTENT MARKETING MANAGER

December 2022 – September 2023

VDL Technologies

- Supervised a three-person team as the content marketing manager handling content development, content strategy, web presence, lead generation, and social media marketing.
- Developed engaging social media content to promote the technology company's products and services.
- Spearheaded the engagement strategy, focusing on increasing audience interaction and participation.
- Generated creative ideas for social media content, curated relevant materials, and executed content creation.
- Monitored and analyzed social media analytics to track performance, identify trends, and make data-driven improvements to the content strategy.

EDUCATION

Bachelor of Science | Covenant University
Marketing

2017 - 2021

CERTIFICATIONS AND COURSES

MARKETING IN A DIGITAL WORLD

University of Illinois

DIGITAL MARKETING: MASTERING PROVEN DIGITAL MARKETING HACKS

Harde Business School

VIRAL MARKETING & HOW TO CRAFT CONTAGIOUS CONTENT

Wharton, University of Pennsylvania

THE STRATEGY OF CONTENT MARKETING

University of California, Davis

CONTENT STRATEGY & SEO

CXL Academy

TOOLS

Google Analytics - Capcut - Google Drive - MailChimp - HubSpot - Substack - Answerthepublic
Canva - Unsplash - Buffer - InShot - Asana - SproutSocial - Notion - SemRush - Metricool