

ADETOMISOYE LLOYD BADEJI

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PERSONAL PROFILE

A dynamic professional with a diverse skill set, excelling in roles as a content creator, sports faculty member, and sales manager at Lloyd L \$ Gold Enterprise. I served as a virtual assistant and editor for Dazzle Podcast and The Mind Yard, showcasing creativity and organizational prowess. My experiences include a PR and marketing internship at Energize Music Global, contributing to strategic outreach.

Additionally, played a pivotal role as an editor for Triangle Trio Publishers. With a passion for innovation and a proven track record, I bring enthusiasm and dedication to every endeavor, ensuring success and growth.

SKILLS: Branding, Marketing, Content Creation and Planning, Editing, Writing, Communication.

PROFESSIONAL EXPERIENCE

ENEGERSIZE MUSIC GLOBAL

July 2023 - Present

P.R and Marketing Intern

- Cultivating relationships with media houses and journalists to ensure information is effectively disseminated.
- Shaping the brand image and identity of diverse artists to effectively convey the intended message to the audience.
- Worked closely with the social media management team, tracking and monitoring the performances of marketing campaigns, and proffering solutions and strategies to marketing campaigns.

TRIANGLE TRIO PUBLISHERS

March 2023 - January 2024

Assistant ,Editor

- Assists in reviewing manuscripts submitted for publication for the Editor in charge looking out for things he must have missed.
- Assist with formatting, copyediting, and proofreading manuscripts to make sure they adhere to publishing requirements.
- Assist oversee the editorial process, keep tabs on project deadlines, and communicate necessary details to the various author.

THE MIND YARD, DAZZLE PODCAST

July 2021 - May 2023

Admin Manger and Social Media Manager

- Developed and executed a well-rounded content calendar across various social platforms, ensuring timely and consistent updates.
- Creating and editing visually appealing videos and images to effectively convey essential information in an aesthetically pleasing manner.
- Manage email correspondence, take care of virtual communication, and assist with team collaboration.

SPORTS FACULTY

January 2019- July 2022

Founder, Social Media Manager and Content Creator

- Crafting visually engaging videos and images to proficiently communicate vital information in an aesthetically pleasing style.
- Crafting compelling sports articles, delving into game analysis, and trending topics, to engage and inform passionate readers.
- Led a team of writers, overseeing editing processes and ensuring timely and well-crafted articles were published according to schedule.

LLOYD L AND GOLD ENTERPRISE

October 2017 - 2018

Sales Manger

- Responsible for the documentation of goods, and maintaining accurate records to track the flow and status of products throughout the distribution.
- Overseeing every step of the goods and services distribution process, from inventory management to logistics coordination to prompt delivery.

EDUCATION AND CERTIFICATION

LAGOS STATE UNIVERSITY

B.A English
January 2018 - July 2022

SAIL Innovation Hub

Software Program
November 2023 - till date

NATIONAL YOUTH SERVICE CORPS

November 2022 - October 2023

- Future Learn: Digital Marketing
- Jobberman Soft - Skills Training
- Alison: Social Media Marketing.

VOLUNTEERING

POVERTY ENDS INITIATIVE

July 2020

- Good use of designing app CANVA.
- Good writing skills
- Teamwork.
- Customer service.

INTEREST: Sports, Tech.