

## **MURITALA ROFIAT ADENIKE**

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### **PROFESSIONAL OBJECTIVE**

A detail-oriented and results-driven marketing enthusiast with comprehensive training in digital marketing, equipped with hands-on experience gained through a rigorous course. Eager to apply my newly acquired skills in a dynamic entry-level role, contributing to the success of a forward-thinking team in the digital marketing landscape.

### **EDUCATION**

#### **Bachelor of Arts, Economics**

Kwame Nkrumah University of Science and Technology (KNUST), Kumasi, Ghana | Graduated October 2022

### **CERTIFICATION**

Moreton Bay Regional Council Entrepreneurship & Innovation: Web Development Job Simulation on Forage - February 2024 [Certificate](#)

- Completed a job simulation involving website planning and creation.
- Created a sitemap and user flow using a diagram creation tool.
- Used HTML & CSS to create a landing page.

### **CERTIFICATION**

#### **Professional Diploma in Social Media Management and Advertising**

Digital Marketing Skills Institute | December 2023 [Certificate](#)

### **PROJECT ACCOMPLISHMENTS (ASSIGNMENT)**

- **Customer Avatar Development for Online Health Services (Business-to-Customer)**

I developed customer avatars to enhance the delivery of health services online, specifically targeting pregnant women. The project aimed to create personalized strategies and content for an improved online health service experience.

I conducted extensive research to understand the unique needs, behaviours, and preferences of pregnant women seeking health services online.

I crafted detailed customer avatars, outlining key characteristics, pain points, and motivations, providing a foundation for personalized marketing strategies and service delivery. [Project](#)

- **Social Media Analyst for “[@thisisecho](#)” Instagram Account**

I conducted a comprehensive analysis of existing content to identify high-performing posts, determining audience preferences and engagement patterns. I monitored and analyzed the performance metrics using social media analytics tools, providing actionable insights for content optimization. [Project](#)

## **AREA OF DEMONSTRATED SKILLS**

- Content Creation | Social Media Management | Social Media Advertising

## **INTERPERSONAL SKILLS**

- **Effective Communication:**

My strong written and verbal communication skills enable me to convey complex ideas clearly and concisely.

- **Team Collaboration:**

With a proven ability to work collaboratively in a team setting, I contribute actively to group discussions, share insights, and value diverse perspectives.

- **Problem Solving:**

My problem-solving skills contribute to overcoming obstacles and achieving project assignments.

## **TECHNICAL AND COMPUTER SKILLS**

- Microsoft Office Suite: Word, Excel, PowerPoint
- Languages: HTML | CSS | JavaScript | Nodejs
- Frameworks: React | Express

- Other: Git | Site Mapping | User Flow
- Excellent communication and teamwork skills | Critical thinking

### **EXTRACURRICULAR ACTIVITIES**

- Volunteered as a COVID-19 Social Mobilizer and Data Entry Person, actively contributing to data management and social mobilization efforts.
- Advocated for policy changes addressing menstrual hygiene needs and provided education and awareness about menstrual hygiene with Erudite Women Empowerment Foundation.
- Currently volunteering with Mckingtorch Africa to ensure effective plastic waste management and recycling practices.

### **LANGUAGES**

- English (Fluent), French (Proficient)

### **REFERENCES**

References available upon request