

ADELEKE TOLUWALOPE

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CAREER OBJECTIVE

Passionate Digital Marketer with experience in Social Media Marketing & Management, Paid Advertising (Meta & Google), Content Writing, SEO, and Copywriting. Committed to helping businesses leverage social media and search platforms to boost their online presence, generate quality leads, win new customers, and elevate brands with words, thereby increasing their ROI. Reliable with a good work ethic and the ability to quickly adapt to new tasks and technologies. Ready to apply knowledge and committed to providing the perfect solution for clients by achieving their key performance indicators.

WORK EXPERIENCE

Digital Marketer | GLOBAL EDUTECH SERVICES, UNITED KINGDOM. July, 2023 – Present. (PT_Remote)

- Deliver and execute marketing strategy to drive growth, promote the brand, create demand, and generate leads across the globe.
- Assist the business administrator in further developing brand message, company tone voice, and ensure consistent brand identity and messaging across all marketing assets.
- Support copywriting for online marketing assets, including social media posts and digital assets for brand awareness and lead generation.

Media Buyer & Content Writer | HYPERLIFY, NIGERIA. July, 2023- Present. (PT_Remote)

- Achieving clients huge returns on ad spend.
- Create and execute strategic paid media campaigns across various platforms (Facebook, Instagram & TikTok).
- Optimize campaigns, identify target audience, and leverage data-driven insights to achieve outstanding ROI for clients.
- Monitor and analyze campaign metrics to optimize performance and maximize ROI.
- Write high-quality, engaging, and persuasive content for various marketing materials, including blog posts and case studies.
- Write clear, concise, and error-free content that resonates with the target audience.
- Apply SEO best practices to ensure content is discoverable and ranks well in search engines. Optimize content for SEO and ensure contents are plagiarism free.
- Ensure content accuracy, clarity and coherence through thorough proofreading and editing.

Digital Marketing Intern | CAREER AGILA, NIGERIA. May, - July 2023 .

- Worked as part of the digital marketing team to develop and publish social media contents.
- Designed graphics using canva and pixellab.
- Focused on platform and community moderation.
- Lead generation, lead nurturing and optimization.

Social Media Manager | TESSYBANKS MEDIA, NIGERIA. January, - June 2023.

- Created, scheduled and published contents and campaigns across multiple social media channels.
- Developed and implemented paid social media advertising campaigns to drive brand awareness, lead generation and sales.
- Wrote compelling and persuasive copy.
- Monitored campaign performance, optimize targeting and ad creative, and report on campaign results.
- Generated regular reports to track key performance indicators and provided actionable insights for continuous improvement.

EDUCATION

DIGITAL MARKETING NANODEGREE,

Udacity. 2023.

BACHELOR OF SCIENCE, ACCOUNTING (First-class honors),

Osun State University, Nigeria. 2022.

CERTIFICATIONS

- Google Ads Search Certification.
- Google Ads- Measurement Certification.
- AI-Powered Performance Ads Certification.
- Digital Marketing Foundations (LinkedIn).

SKILLS

- Social Media Management & Marketing.
- Paid Advertising.
- Search Engine Optimization.
- Google Analytics
- Content Writing.
- Copywriting and Conceptualization.

REFERENCES

References available upon request.