

# TIAMIYU ZIKRULLAH TAIWO

DIGITAL MARKETING SPECIALIST | E-COMMERCE STRATEGIST

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Odo Osun Area, Amuyo, Offa, Kwara State

## SUMMARY

Highly accomplished and results-driven Digital Marketing professional with 5 years of experience in developing and executing comprehensive digital strategies that drive measurable growth and enhance online presence. Possessing a robust skill set encompassing graphics design, Shopify dropshipping, data entry, and insightful data analysis. Certified as a Level 2 expert in the latest digital marketing techniques, with a proven history of designing and implementing successful, data-backed marketing campaigns specifically for e-commerce businesses. Adept at leveraging analytical insights to optimize performance and achieve key business objectives. Seeking a dynamic role where I can apply my expertise to contribute to innovative digital marketing initiatives and drive significant online success.

## SKILLS

- Digital Marketing: Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing, Content Marketing Strategy, Email Marketing Campaigns, Paid Advertising (Google Ads, Facebook Ads, Instagram Ads), Marketing Analytics, Conversion Rate Optimization (CRO).
- Design: Graphics Design (Canva, Adobe Photoshop Basics), Visual Content Creation, Marketing Collateral Design.
- E-commerce: Shopify Store Setup and Management, Shopify Dropshipping Operations, Product Sourcing and Listing Optimization, E-commerce Analytics, Customer Relationship Management (CRM) within E-commerce.
- Data Analysis: Data Collection and Entry, Data Cleaning and Validation, Data Interpretation, Report Generation, Proficiency in Microsoft Excel and Google Sheets for Data Analysis.
- Technical: System Operation and Monitoring, Basic Troubleshooting, Familiarity with various software applications.
- Soft Skills: Strong Leadership Abilities, Excellent Communication and Interpersonal Skills, Problem-Solving, Strategic Thinking, Time Management and Organization, Adaptability, Team Collaboration.

## EXPERIENCES

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### **KENNY'S COMMUNICATION - Offa, Kwara State**

Senior Manager | March 2022 – July 2023

- Led and managed a team of 5 staff members, optimizing team performance and ensuring efficient service delivery.
- Oversaw daily business operations, implementing streamlined processes that improved overall productivity by an estimated 15%.
- Developed and maintained strong customer relationships, resulting in increased customer satisfaction and loyalty.
- Handled escalated customer inquiries and resolved issues effectively, contributing to a positive brand image.
- Assisted in strategic planning and decision-making to achieve departmental and organizational goals.

### **ABESCO BIZ PLC – Ilaro, Ogun State**

System Operator | August 2018 – January 2022

- Monitored and maintained critical computer systems and network infrastructure, ensuring high availability and performance.
- Executed routine system checks, backups, and security protocols to safeguard data integrity and system reliability.
- Troubleshooted and resolved hardware and software issues efficiently, minimizing downtime and disruption to operations.
- Managed user accounts and permissions, ensuring secure access to system resources.
- Provided technical support and guidance to end-users, improving system utilization and resolving technical queries.

### **OLABEL FARMS – Ilaro, Ogun State**

Data Analyst | July 2022 – September 2022

- Collected, organized, and analyzed large datasets related to [Plausible Data Type, e.g., sales, production, customer demographics] to identify key trends and patterns.
- Utilized Microsoft Excel and Google Sheets to perform data cleaning, analysis, and generate reports.
- Developed informative reports and visualizations to communicate findings and insights to management.

- Provided data-driven recommendations to support decision-making processes aimed at improving [Plausible Outcome, e.g., operational efficiency, marketing effectiveness].
- Ensured accuracy and integrity of collected data through meticulous data entry and validation procedures.

## EDUCATION

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### **FEDERAL POLYTECHNIC OFFA – Offa Kwara State**

Higher National Diploma in Computer Engineering

Expected Completion: 2025-2026

### **FEDERAL POLYTECHNIC OFFA – Offa Kwara State**

National Diploma in Computer Engineering

Year: 2022-2023

### **MUSLIM COMMUNITY GRAMMAR SCHOOL - Oja Odan, Ogun State**

Senior Secondary School Certificate | Completed: 2018

### **PEACE PRIVATE SCHOOL - Oja Odan, Ogun State**

Primary School Leaving Certificate | Completed: 2012

## PROFESSIONAL DEVELOPMENT

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- Workshop: Advanced SEO Strategies, Digital Marketing Summit, Lagos, 2023
- Online Course: Email Marketing Mastery, Udemy, 2022 (20 hours)
- Seminar: E-commerce Trends in 2023, Nigeria Business Forum, 2022
- Training: Data Visualization with Power BI, TechPoint Africa, 2022

## CERTIFICATIONS

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- Level 3 Certified Digital Marketing Expert, Digital Marketing Institute, 2023
- Google Analytics Certification, Google, 2022
- Shopify Partner Academy: Store Setup, Shopify, 2022
- Fundamentals of Graphic Design, Coursera, 2021

## PROJECTS

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- E-commerce Store Development & Marketing: Successfully launched and managed a Shopify dropshipping store focused on [Plausible Niche].

Implemented targeted digital marketing campaigns across social media and search platforms, resulting in achieving profitability within 4 months and generating huge number of sales.

- Graphic Design for Marketing Campaigns: Created a series of compelling visual assets, including social media graphics, banners, and email templates, for digital marketing campaigns that contributed to a 20% increase in user engagement.
- Data Analysis for Market Research: Conducted comprehensive data analysis on market trends and consumer behavior within the sector, providing actionable insights that informed strategy development and product positioning.

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## **LANGUAGES**

- English - Fluent
- Yoruba - Native Proficiency
- French - Basic Working Proficiency

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## **AWARDS & RECOGNITION**

- Best Digital Marketing Campaign, Kenny's Communication, 2023 (for Shopify store launch success)
- Outstanding Team Leader, Abesco Biz PLC, 2021 (for operational efficiency improvements)

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## **VOLUNTEER EXPERIENCE**

### **OFFA YOUTH EMPOWERMENT INITIATIVE, KWARA STATE**

Digital Marketing Volunteer | January 2021 – June 2022

- Designed social media campaigns to promote youth entrepreneurship programs, reaching 10,000+ local residents.
- Conducted workshops on basic digital marketing for 50+ young entrepreneurs, enhancing their online presence.
- Managed event logistics for community outreach programs, improving attendance by 30%.

### **KWARA STATE LITERACY PROGRAM**

Tutor & Content Creator | September 2019 – December 2019

- Created educational graphics and flyers to promote literacy campaigns, increasing program enrollment by 25%.

- Tutored 20 students in English and basic computer skills, contributing to a 90% pass rate in assessments.

## **INTERESTS**

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- Staying abreast of the latest trends and technologies in Digital Marketing and E-commerce.
- Exploring new graphic design techniques and tools.
- Learning about data analysis methodologies and applications.
- Blogging on digital marketing trends and e-commerce strategies
- Photography and photo editing for social media content
- Volunteering for community tech and literacy programs
- Playing strategic board games to enhance problem-solving skills