

OMOWUNMI DORCAS AKINREMI

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OBJECTIVE

Dedicated and results-driven Social Media Manager in developing and implementing successful social media strategies. Proven track record of driving engagement, increasing brand awareness, and achieving business objectives. Seeking an opportunity to leverage my skills in a dynamic and innovative organization.

KEY SKILLS

- Social Media Strategy Development
- Content Creation and Planning
- Digital Marketing
- User Persona creation
- Paid Social Media Advertising
- Search Engine Optimization & Marketing
- Social Media Platform Proficiency

ACADEMIC INSTITUTIONS & QUALIFICATIONS OBTAINED WITH DATES

Chartered Institute of Human Resources Management	(2020)
<i>Post Graduate Diploma in Human Resources Management</i>	
University of Ilorin, Kwara State	(2016 – 2019)
<i>B.Sc. Biochemistry</i>	
Lead City University, Ibadan	(2015 – 2016)
<i>IJMB (A' Level in Physics, Chemistry, Biology)</i>	
Ultimate College, Ogun	(2011)
<i>West African Examination Certificate (WAEC)</i>	
Olive Model College, Ogun	(2003 – 2009)
<i>Testimonial & School Leaving Certificate</i>	
Treasure Land Model School, Ogun	(1997 – 2003)
<i>First School Leaving Certificate</i>	

WORK EXPERIENCES

SOCIAL MEDIA MANAGER

Dollie Couture – Dollie School of Fashion (Remote)

2019-2023

- Developed and executed a comprehensive content strategy aligned with company goals, resulting in a [10%] increase in brand visibility.
- Ensured consistent reflection of the brand's voice, style, and messaging across all social media platforms.
- Created compelling content driving increased user engagement.
- Monitored content performance using relevant metrics and adjusted strategies to optimize reach and impact.
- Used Metricool and Facebook Meta to schedule and program posting on Facebook and Instagram based on the best time studied.
- Carried out paid campaigns and advertisements for brand visibility, and also campaign to drive conversion for a training of about a total of 500 people in 3 different cohorts.
- Created a Google Business Profile page to enhance online presence on search engines.

Ope Wilson Fashion Page (Facebook & Instagram)

2022

- Created Facebook page to ensure online presence.
- Set up a google business profile page to enhance visibility of search engines.
- Created, published and analysed content on google business page.

CONTENT CREATOR/BLOGGER – *Aticelate Services, Ondo*

(2022)

- Writing and editing for blogs.

DIGITAL MARKETING INTERN – *Careerxpress, Lagos*

(2022)

- Carried out market research and analysis of current trends.
- Created and presented fresh concepts for social media campaigns.
- Monitored social media channels for hot topics, opinions, and news.
- Put together thorough commercial presentations.
- Assisted in the organization and management of marketing events.
- Examined competition marketing and digital materials via research.
- Assisted in the production of email campaigns, social media posts, and mockups.

TRAINING

- ALX Africa (2022)
Virtual Assistant
- CareerXpress (2022)
Digital Marketing Internship
- Udemy (2022)
Data Analysis (Power BI)
- African Behavioral Research (ABeR) Centre; School of Public Health,
Georgia, USA (2021 – 2022)
Implementation Science
- Jobber man Soft Skills (2021)
Personal Effectiveness and Time Management
Effective Communication and Presentation
Business Etiquette and Work place Ethics
Emotional Intelligence and Team Work
Creativity and Innovation

REFERENCES

Available upon request.