**Bolaji Aishat Adenike**

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Portfolio

**SUMMARY**

Passionate and results-driven Digital Marketing Specialist with experience in creating and executing effective marketing campaigns. Skilled in SEO, social media, content creation, and email marketing to drive brand awareness and enhance online presence. Proven ability to analyze data, optimize conversion rates, and deliver measurable results. Excellent communicator with a passion for innovative marketing solutions and continuous improvement.

**PROJECT EXPERIENCE**

### **Blog Post SEO**

**Activities:**

* Keyword Research: Identified high-volume keywords with SEMrush.
* Content Creation: Wrote SEO-optimized blog posts.
* Trello Management: Tracked project progress.

**Outcomes**:

* Higher search rankings.
* Increased website traffic.
* Streamlined workflow.

**EDUCATION**

**HoneyTreat Digital Academy**

**Certified Professional Digital Marketing Specialist** 2024

**SKILLS:** Google Analytics, Email Marketing, Lead Generation, Social Media Marketing, Search Engine Optimization, Google Ads, Facebook and Instagram Ads, Wordpress Website Development, Social Media Management

**Intern, Greenpathdev Nigeria** 2024

* Enhancing Online Visibility through Keyword-Optimized Blog Posts
* This project involves creating a well-researched and engaging blog post designed to boost online visibility and attract targeted traffic. The process includes conducting thorough keyword research to identify valuable search terms, writing compelling content, and managing the workflow using Trello to ensure timely completion and collaboration.