**OLUWATOSIN Tolase-Akintola**

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# Experienced Digital Marketing Specialist, with a demonstrated history of working in Health and Beauty Industry skilled in Search Engine Optimisation, Content creation, Email Marketing, Social Media advertising, Data Analysis, with a Diploma in Business and Digital Marketing from Trios College.

# PROFILE

* Strong knowledge of Digital Marketing, Google AdWords, Google Analytics, Marketing Campaign, SEO/SEM, Email Marketing, Social Media Advertising, PPC optimisation,
* Researched keywords relevant to marketing efforts of clients.
* Ability to work with teams of professionals to ensure the success of marketing campaigns.
* Expertise in targeted email marketing programs.
* Ability to multi task and work within targets and deadlines.
* Great work ethics and positive attitude.
* Problem solving/critical thinking.
* Highly knowledgeable in the creation and management of paid social campaigns across partner channels
* Graphic Design skills especially with Adobe Creative Suite and Canva

**Software Applications**

|  |  |  |
| --- | --- | --- |
| * Hootsuite * HubSpot * Facebook Ads * SEMrush | * Adobe Illustrator | * Adobe Illustrator |
| * Mail Chimp | * Mail chimp |
| * CANVA | * MS Office Suites |
| * MS Office Suits |  |

# WORK EXPERIENCE

**Divine Care Conglomerate, Social Media Manager**, **Mississauga** 07/2021 – 10/2022

* Content Creation with the aim of generating leads
* Scheduling Posts and engaging with followers
* Developed media communications and advertising strategies and managed the implementation of different marketing tools and techniques to achieve the brands objectives profitably
* Monitored the performance of sponsored performance to be able to understand what to improve on
* Coordinated, Styled & Staged the Set for Batch-Filming for Instagram and YouTube
* Responding to inquiries and Replying to Comments
* Collaborated with the Sales teams and Graphic designer to produce sales materials &creatives that are in line with the brand’s vision
* Covered and Documented Company’s Events
* Developed and Maintained Marketing Strategies for Brand Growth
* Created Fliers and Posts Using CANVA
* Created Analytics report to measure brand’s growth (bi-weekly)
* Collaborated with Brand Influencers to increase brand Awareness
* Created and executed Social Media Strategy
* Worked with PR Agencies to receive media coverage and establish market presence to amplify reach and increase brand awareness
* Responds to media inquiries, cultivates and maintains relationships with media.
* Conducts media outreach to national and local media outlets and influencers.

**Telemed MD,** **Digital Marketing Specialist, Mississauga** 04/2021 – 06/2021

* Managed and grew the brand’s social media platform by constantly creating content to attract target audience.
* Successfully handled paid adverts on Facebook, Instagram and email marketing.
* Used Canva to create fliers for the brand.
* Collaborated with internal staff to understand design needs, deadlines, and prioritize deliverables on a daily basis.
* Executed and managed digital marketing campaigns including social media and display advertising campaigns
* Created content for social media and campaigns on the web, Facebook, Instagram and LinkedIn
* Analyse digital data to draw key recommendations around website optimization
* Worked out analytical data from campaign reports in order to identify customer interests
* Conduct social media audits to ensure best practices are being used

**Nubian, Social Media Specialist, Lagos, Nigeria** 2012 – 2020

* Developed, implemented and managed the company’s social media strategy after conducting competitive research, platform determination, messaging and audience identification.
* Setting up relevant Campaign to increase sales.
* Monitored performance of sponsored ads and adjusting it based on the results.
* Planned, created, published and shared new content (including original text, images, video and code) on a daily basis that builds meaningful customer connections, increases brand awareness and encourages community members to engage with the brand
* Collaborated with sales and marketing teams to develop social media campaigns.
* Stay up to date with the latest social media best practices and technologies
* Set up and optimized company pages within each platform to increase the visibility of company’s social content
* Monitored SEO and customer engagement and suggest content optimization
* Moderated user-generated content in line with the moderation policy
* Collaborated with sales, web design, web development, digital marketing, customer relations and product development teams
* Captured and analysed the appropriate social data/metrics, insights and social media best practices to measure the success of every social media campaign, then used that information to refine future campaigns

# EDUCATION

**Business and Digital Marketing Specialist,** Trios College 2021

**Bachelor of Technology, Computer Science,** Ladoke Akintola University of 2009

Technology, Ogbomosho, Nigeria

* *Equivalent to a Bachelor of Science degree from a Canadian University, as determined by World Education Services in Ontario, Canada.*