

# IYANUOLUWA T. MEDUNA

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## PROFILE SUMMARY

A digital enthusiast and multiskilled individual with proven experience in sales and marketing, SEO, SEM, social media management, humanitarian services and possess the required abilities needed to succeed in a result-driven organisation. Able to produce high-quality work in a fast-paced, deadline-oriented environment. Visionary and creative with a positive attitude and steadfast commitment to excellence. Possess exceptional analytical skills, interpersonal skills, and organisational skills. Currently seeks for an exciting opportunity where practical experience and relevant skills can be utilized within a vibrant organization where effective results can be achieved.

## WORK EXPERIENCE

### Index Digitals – Digital Creative Director

April. 2020 - Present

- Build, lead, and review work of the creative team in the production of all web, print, and digital marketing collateral.
- Spearhead and manage content strategy for both small-scale and large-scale projects, harnessing strategy, digital and brand design, compelling content, and technology.
- Collaborate with the marketing and sales departments in developing marketing plans, analyzing results, and identifying opportunities.
- Develop internal marketing campaigns that translate marketing objectives across business units into clear and motivating creative strategies.
- Analyze brand tracking, market trends, consumer need, and the competitive landscape
- Meet budget standards by forecasting and managing expenses.

### Spytrac Telematics Services Limited – Communications Strategist

June. 2019 – April. 2020

- Management of information on all digital platforms (website, social media, business listings and search engines)
- Collaborate with clients and partners to develop successful communication strategies.
- Ensured that projects follow guidelines and are delivered on time.
- Assisted and coordinated with creative departments to develop communication strategies.
- Gained deep understanding of client services and objectives.
- Assisted in preparing presentations and investment content for print and electronic media.
- Generate new techniques to make communications more effective.
- Drafted promotional content for the media and the web.
- Supervise and estimate success of media campaigns and report them to the management regularly

### Epilepsy Foundation of Nigeria – Ambassador and Awareness facilitator.

March 2019 – Present

- Drove awareness while managing team members through Ibadan via various media platforms.
- Delivered presentations on live TV and radio in all major media organizations in the city (BCOS, IATV, Splash FM, Lead City FM amongst a few. Based on this, 20 individuals who reached out to our organization for more information and help.
- Effectively led team members in the awareness campaign against the stigmatization of epilepsy survivors.
- Recruited 12 new volunteers; provided some medication, supplies; educated 3 people living with epilepsy on how to live a better life.

### Oloho Mixed Secondary School, Ogwashi-Uku – English Language/Basic Science Teacher

2017 – 2018

- Participated in sexual education seminar outreach to secondary schools (Drugs Community Development Service Group).
- Played active role in the Hepatitis B and Malaria parasite awareness outreach in Ogwashi-Uku community in collaboration with drugs community development service group).
- Organised learning resources and the classroom environment to facilitate a positive learning experience.

## College of Medicine, University of Ibadan, Nigeria – Intern

July 2016

- Sent specimens to reference laboratory, labelling specimens according to specifications, and providing results to physicians and/or nurses.
- Assisted other scientists through consultation on preservative selection based on prior knowledge.
- Gained experience with aseptic techniques, various media and culturing methods.

## EDUCATION

- **Bachelor of Science (BSc.) Microbiology** – Ajayi Crowther University, Oyo, Nigeria **July 2017**
- **Diploma in Microbiology** – Ajayi Crowther University, Oyo, Nigeria **July 2014**

## TRAINING AND CERTIFICATIONS

- The Complete Digital Marketing Course: Udemy **April. 2020**
- Project Mangement Foundations: LinkedIn learning **April. 2020**
- Strategic thinking: LinkedIn learning **March. 2020**
- Growth hacking Tips: LinkedIn learning **March. 2020**
- Fundamentals of digital marketing- Google digital skills online course **In View**
- Social Media Marketing Mastery Online Course – Udemy **In View**
- Brand Management: Aligning Business, Brand and Behaviour Online Course – Coursera **In View**
- Google digital skills training **Nov. 2019**
- MS Excel - 0 to Professional in 1 hour Online Course – Udemy **May 2019**

## HONORS/AWARDS

- Entrepreneur of the Year, ACUSA Awards **May 2017**
- University Scholar Award - 2nd Class Upper Category **November 2016**

## PRESENTATIONS

- Entrepreneurship in the Nigerian Economy (Lead City FM) **May 2019**
- Awareness and Education on the First Aid of Epilepsy (Splash FM) **April 2019**
- Awareness and Education on the First Aid of Epilepsy (BCOS TV) **April 2019**
- “Degradation Capabilities of Bacteria on Spent Engine Oil” **June 2017**

## SKILLS AND EXPERTISE

- Brand alignment
- Project Management
- Non-Governmental Service
- Digital Marketing
- Social Media Management
- Search Engine Optimization
- Communications strategy
- Search Engine Management
- Business Development
- Strategic Thinking
- Growth Hacking
- Branding