**Bankole Maleek**  
CEO of Naira Autos | Social Media Manager  
Email: maleeknaira01@gmail.com | Phone: +234 812 996 0164  
Skype: Bankole\_Maleek | Address: 11 Oshofisan Street, Itire, Lagos, Nigeria

**Personal Profile**

An experienced CEO and Social Media Manager with expertise in growing brands online. Skilled in creating strategies, managing digital marketing campaigns, and driving engagement to generate measurable results. Passionate about helping brands build their online presence and connect with their target audience.

**Key Skills**

* Social Media Strategy
* Content Creation
* Analytics & Reporting
* SEO Optimization
* Team Management
* Client Relationship Management

**Professional Experience**

**2021 - Present**  
**CEO of Naira Autos**

* Spearheaded Naira Autos to become a recognized automotive brand in the industry.
* Led business strategy, marketing, and developed strong client relationships.
* Managed and scaled operations to meet growth targets and deliver a seamless customer experience.

**2019 - 2020**  
**Social Media Manager**

* Developed and executed strategic social media campaigns across Instagram, Twitter, and Facebook.
* Increased audience engagement by 200% and improved brand visibility across social platforms.
* Analyzed social media metrics to adjust campaigns for optimal performance.

**2018 - 2019**  
**Digital Marketing Specialist**

* Managed digital advertising efforts, content creation, and reporting for multiple clients.
* Optimized marketing ROI by tailoring strategies for each client’s needs and monitoring key performance metrics.
* Provided data-driven insights to improve digital marketing strategies.

**Education**

**2018 - 2020**  
**Certificate of Completion in Business Administration**

* Focused on strategic business management and marketing principles.

**2017**  
**Diploma in Digital Marketing**

* Specialized in SEO, social media strategy, and analytics to deliver measurable results.

**2010 - 2016**  
**High School Certificate**

* Acquired foundational knowledge in communication, business, and leadership.

**Languages**

* English
* Yoruba
* Pidgin

**Professional Services**

* **Social Media Strategy**: Developing tailored strategies to enhance online brand presence and engagement.
* **Content Creation**: Crafting engaging content for various platforms (graphics, videos, posts).
* **Analytics & Reporting**: Tracking performance metrics and providing actionable insights to optimize campaigns.
* **Paid Advertising**: Running targeted ad campaigns across Facebook, Instagram, LinkedIn, and Google.
* **Brand Management**: Ensuring brand consistency and effective messaging across all channels.
* **Influencer Collaboration**: Building partnerships with influencers to grow brand awareness and engagement.

**Availability**

Available for freelance and consulting opportunities.

**Contact Information**

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**Latest Insights**

**Mastering Social Media Strategy**

* Techniques to create a successful social media strategy that increases engagement and drives results.

**Content Creation That Converts**

* Methods to craft compelling content that resonates with your audience and drives conversions.

**The Power of Social Media Analytics**

* Learn how to use performance metrics to optimize campaigns and maximize ROI.