

Fadekemi Azizah Adele, Content Writer&Social Media Manager

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Experience

StayMedia

Remote, Nigeria

Social Media Manager (Intern)

April 2023

- Developed and executed social media campaigns for brand visibility.
 - Engaged with the online community to foster positive relationships.
 - Analyzed campaign performance and provided data-driven insights.
 - Researched trends and contributed ideas for innovative content.
 - Collaborated with cross-functional teams for unified branding.
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LifeStyleMetro

Remote, Nigeria

Content Writer / SEO Specialist

Freelancer

- Produced SEO-optimized blog posts and website content to enhance organic visibility.
 - Conducted keyword research and implemented on-page SEO strategies.
 - Crafted engaging and informative articles to attract and retain readers.
 - Collaborated with the SEO team to improve website ranking and traffic.
 - Gained proficiency in writing compelling content with a focus on search engine optimization.
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Konga Online Shopping

Lagos, Nigeria

Logistics Supervisor / Cash Reconciliation Officer

March 2017 - May 2020

- Oversee and coordinate daily logistics operations, ensuring efficient and timely delivery of goods.
 - Manage a team of logistics personnel, providing guidance and support to optimize performance.
 - Collaborate with suppliers, carriers, and warehouse staff to streamline processes and maintain inventory accuracy.
 - Monitor shipment schedules, track deliveries, and resolve any issues or delays proactively.
 - Implement cost-effective strategies to improve logistics efficiency while minimizing expenses.
 - Managed daily cash reconciliation processes to ensure accurate and timely financial transactions.
 - Developed and implemented standardized procedures for cash handling and reconciliation, improving efficiency and reducing errors.
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Lagos MatchMaker

Remote, Nigeria

Customer Service Representative

January 2020 - February 2021

- Provide exceptional customer service by promptly responding to inquiries and resolving issues or complaints.
 - Handle a high volume of customer interactions via phone, email, and live chat.
 - Maintain a positive and professional demeanor during all customer interactions.
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Education

Computer Science

Esep le Berger Universite, Benin Republic.
2016 - 2020

Digital Marketing / WordPress /SEO

Digital Marketing Skill Institute, Lagos Nigeria
2023

Technical Skills

Softwares

- **Html, CSS, WordPress**
- **Canva**
- **Trello**
- **Notion**
- **Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)**
- **Google Workspace (Docs, Sheets, Slides, Gmail, Drive)**

Methodologies

SEO Optimization
Copywriting Techniques
Standardized Procedures
Auditing Techniques

Customer-centric Approach
Lean Principles
Six Sigma

LANGUAGES
English (Native)
Yoruba (Native)
