

IBRAHIM Fatimah Olaitan

Customer Service | Administration | Mass Communication | Digital Marketing

Adonai Court Estate, Alausa, Ikeja, **Lagos, Nigeria**

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PROFESSIONAL PROFILE

A result-oriented professional with hands-on experience and training in corporate communications, copywriting, customer service, social media growth strategies, administration, and digital marketing.

Able to generate and convert leads, handle email marketing campaigns, manage difficult customers, and boost brand visibility through creating and distributing engaging content, and running adverts across social media.

SKILLS AND CORE COMPETENCIES

- Stakeholder Management
 - Video Editing (Adobe Premiere Pro)
 - Microsoft Office Suite
 - Content Development & Planning
 - Budget Preparation
 - Data Entry & Organization
- Social Media Management
 - Organic Brand Visibility
 - Report Writing/Presentation
 - Business Communications
 - Scriptwriting and Proofreading
 - Customer Relationship Management

EDUCATION

BA English Language	2019
Obafemi Awolowo University Ile Ife, Osun State, Nigeria	
Senior School Certificate Examination	2015
Obafemi Awolowo University International School, Ile Ife, Osun State, Nigeria	

WORK EXPERIENCES

Social Media Manager & Content Creator | FlipX **Jan 2022 – Present**

Duties and Achievements:

- Collaborated with team members** to develop and implement brand visibility campaigns via social media (Instagram, Facebook, and WhatsApp), leading to a 30% increase in prospects and eventual customers for the brand in 2 months.
- Utilized AIDA to draft social media copies and content that gained engagement across all the brand’s social media platforms, leading to a higher percentage of visitors converted to leads.
- Performed content research and developed 10+ pieces of content every week across all social media platforms.
- Developed a target audience avatar and developed marketing messages that addressed their pain points, leading to high engagement and brand interactions.
- Utilized Canva and Inshot to develop image & video content for the hotel’s social media pages on Facebook and Instagram.

Duties and Achievements:

- Handled **30+ incoming calls and emails** monthly as well as all internal communications within the organization.
- **Resolved customer issues** and escalates complex situations to superiors.
- **Upsold new housing plans** to prospective and existing customers, improving sales, and revenue for Ihomes.
- **Prepared budget** based on customer demands and documents all transactions using **Microsoft Excel**.
- **Organized and uncluttered** office space to enhance the overall appearance of the reception.

Duties and Achievements:

- Collaborated with the editor-in-chief to research and plan new articles.
- Proofread and edit articles before publication.
- Conducted simple keyword research and used Search Engine Optimization (SEO) guidelines to **increase traffic and improve newspaper views** online.
- Researched local community, state, national and international current events that aided in improving the quality of content in Daily Trust Newspaper.

Duties and Achievements:

- Ensured quality sounds were produced in television shows, in collaboration with experienced personnel.
- Researched content for news broadcast at Lagos State Television via in-depth studies from verified platforms and eye-witnesses.
- Performed video edits using Adobe Premiere Pro for programs, ensuring smooth transitions, and **quality synchronization of audio with video**.
- Performed **20+ interviews** and generated grassroots content for originals created by Lagos State Television.

ADDITIONAL INFORMATION

National Youth Service: Teacher, St Patrick Grammar School, Bashorun, Ibadan (October 2021 – August 2022)

Soft Skills: Emotional Intelligence, Negotiation, Persuasion, Time Management, Teamwork, Relationship Management, Continuous Learning, Organizing, Behavioural Flexibility, Leadership, and Proactiveness.

References available on request