

# **SALAMI ABIODUN ISAAC**

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## **PERSONAL PROFILE**

I am a Human Resource Management graduate, sound, motivated, energetic, flexible, hardworking and well behaved. With the zeal to subscribe from experience and continually, develop my skills in order to contribute to the growth of an organization.

I am a talented, ambitious and hardworking individual, with broad skills and experience Public Relation, Business Development, Marketing, and Social Media Management, idea analytics, leading and handling projects competently.

Furthermore, I am highly skilled and strategic in ideation, planning and execution, as well as a great team player and lead. I focus on development of every business goal, ensuring it is well achieved.

## **EDUCATION**

**BBA (Hons) Human Resource Management 2014- 2018**

**Valley View University**

**Accra Ghana**

## **KEY SKILLS**

- Excellent communication, presentation and analytical skills
- Exceptional skills in business negotiation
- Sales and Marketing Planning
- Microsoft packages. (advanced)
- Excellent client relationship management
- Graphic design (advanced)
- Excellent interpersonal relationship

## **WORK EXPERIENCE**

**Strive Human Resources**

**May 2021 – September**

**Responsibility**

**Sales and Marketing Manager**

- Creating a social presence

- Generating contents with digital tools like Photoshop, CorelDraw, Illustrator and After Effect •  
Generating sales
- Coming up with suitable leads
- Coming up with marketing campaign strategies

**Euphoria Nigeria**

**May 2020 – April 2021**

**Responsibilities**

**Business Development and Social Media Manager**

- Creating generic contents
- Gaining social presence
- Pushing sales
- Gaining social engagement and optimization of the page
- Coming up with monthly marketing campaigns and activities

**International Sahar Corporation 2020**

**February – April**

**Responsibilities**

**Business Developer and Public Relations**

- Creating sales strategies
- Documenting plans and successful strategies
- Representing the company with prospective clients
- Helping the social media team on how to present the business online

**BeeAfrik Corporation 2019**

**January – November 2019**

**Responsibilities**

**Business Developer & Social Media Manager**

- Content creation
- Achieve Company assigned revenue and gross profit budget for the month
- Strategies on brand awareness and increase the inflow of customers
- Running social media campaigns and ads
- Idea strategies on growth and expansion

**Abuja Municipal Area Council 2019**

**Responsibility**

**Part time Administrative Assistant (NYSC)**

- Document compilation
- Arrangement of receipts
- Taking down minutes of meeting

#### **GTB Fashion week 2018**

##### **Responsibility**

##### **Assistant to the Head Stylist**

- Styling
- Scheduling activities for the day
- Back stage arrangement with top stylist, designers and models
- Ensure all designs are ready before call time
- Answering client calls and dealing with clients

#### **StylebyBie Studio (2018) Responsibility**

- Drive active selling of all service lines by establishing relevant contacts
- Keeping records and inventory of stock
- Maintaining client based both existing and new clients
- Develop and maintain database of prospects and clients

#### **Exotic Wardrobe and Accessories (2017) Responsibility**

- Identify opportunities, prospects and evaluate strategically
- Give them a great sale analytic option

#### **SDA Radio Accra 2016**

##### **Responsibility**

##### **Personal Assistant to the Manager**

- Daily update of activities
- Facility Management
- Schedule of meetings and Interviews
- Social media handling and postings

#### **HOBBIES/INTERESTS**

Self-Improvement, Meeting people, Constructive thinking, Travelling, Football, Fashion, Designing, Networking, Cooking and Reading.

**OTHER CREDENTIALS**

**CIML BUSINESS SCHOOL**

**MBA Marketing (in view)**

**2021**

**Chartered Institute of Management and Leadership**

**Certified Associate**

**2021**

**Jobberman Soft skill**

**Certified**

**2021**

**National Youth Service Corp (NYSC)**

**Discharge Certificate**

**2019**

**Microsoft Office**

**Valley View University**

**2018**

**Business Fashion Course**

**Ivorian by Nene**

**2018**

**Graphic Design**

**Daystar Skills Acquisition**

**2015**

**REFERENCES**

**Jumoke- Lead Style Consultant at Kwasee / CO-Founder TLWE**

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