

# OLUWATOSIN ADEYEMI

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10 Ogunbiyi Street, Iwaya-Onike, Yaba, Lagos

## EDUCATION

UNIVERSITY OF LAGOS, NIGERIA - Grade: Second Class Upper

Graduated Nov 2019

- *B.Sc. Mass Communication*

## WORK EXPERIENCE

### AXA MANSARD, LAGOS

*Enrollment and Onboarding Officer*

Mar 2023 - Date

- Enrolls and registers clients on the company's HMO platform; successfully registered 2,100+ enrollees to date
- Maintains the client list by removing inactive clients from the database across all the available plans

### DAVIDORLAH FARMS, LAGOS

*Manager, Social Media and Brand Communications*

Mar 2021 - Feb 2023

- Collaborated with the team to improve strategic partnership processes with industry players in the investment space leading to more effective and directed resources, closing deals faster
- Developed and maintained relationships with partners, resulting in a significant reduction in churn rate and an increase in partnership engagement
- Designed long-term strategy and managed daily implementation of marketing campaigns to ensure consistency across all social media platforms improving brand image and brand awareness
- Streamlined the content creation process by implementing a structured project management tool including the use of content calendar and crisis management, resulting in a 20% decrease in turnaround time
- Worked closely with the sales team to develop content that aligned with the company's vision and need; published articles that led to more than 15% increase in organic search traffic, increased lead generation and revenue
- Prepared monthly reports on social media performance and provided insights for improvement in engagement rates, lead generation and revenue; monitored industry trends and competitor activity to significantly increase brand awareness

### TEENPAY AFRICA

*Social Media Manager*

Mar 2022 - Sept 2022

- Created and executed a social media strategy for a start-up that increased engagement rates by 50% within the first month, resulting in increased brand awareness
- Trained new content writers and social media managers, resulting in a decrease in onboarding time and an increase in overall team productivity
- Collaborated with the design team to improve the visual appeal of social media content, leading to an increase in engagement rates

### Freelance Content Strategist

Jan 2020 - Feb 2021

- Worked closely with the customer team to develop content that aligned with their needs, resulting in an increase in customer retention
- Created social media campaigns that drove customer acquisition, resulting in a significant increase in new customer sign-ups
- Managed a team of freelance writers, resulting in a decrease in content production turnaround time and an increase in content quality

## CERTIFICATES

- Digital Marketing, Digital Ad experts
- Content Writing, Udemy

In View  
Jan 2022

## LEADERSHIP AND VOLUNTEER EXPERIENCE

Welfare Head, Inspire Someone Today Initiative

2017 - 2019

- Led an association of over 200 social science students for 4 years in the University of Lagos
- Co-led a group of 30+ students in executing corporate social responsibility activities at the University

## SKILLS

**Soft Skills:** Excellent collaboration, communication and presentation skills, and high attention to detail, research

**Technical Skills:** SAP, Microsoft Excel, PowerPoint, and Word, Google docs, Word Press.