

JOLA ABOKEDE

Lagos, Nigeria
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EDUCATION

Olabisi Onabanjo University ***B.A Mass Communication***

- Broadcast, Print Media practice & Public Relations

Ogun State, Nigeria
2003 - 2007

Wildfusion Digital Centre, Lagos ***Advanced Training in Digital Marketing***

Ikoyi Lagos
2020

Learnt The Fundamentals of Digital Marketing

Introductionn to SEO

Social Media Marketing

Email Marketing

Youtube Optimizationn

Paid Ads, Social Media Marketing, Display Ads

EXPERIENCE

GLOBAL IMPACT CHURCH **Social Media Analyst** **Community Manager**

Lagos, Nigeria
Feb - Dec 2021

- Created Content Calendar, managed all social media assets
- Managed Whatsapp and Telegram Commuities
- Managed Blog | Wrote SEO Articles
- Managed Social Media Ad Spend
- Manage, track and report

ACCELERATE TV **Social Media Manager**

Lagos, Nigeria
Jan - June 2022

Team Lead Managing Social Media Pages & YouTube Channel

- Managed uploads and channel of 197k plus subscribers
- Created engaging and sharable content across all social media platforms
- Deploy and optimized paid social media ads to drive reach, engagement and conversions
- Managed monthly marketing budget
- Team lead and supervision of interns and designers
- Influencer and campaign management
- Optimize social media copy, designs, videos to generate conversions
- Plan, collaborate and execute social media campaigns

Lagos, Nigeria
August 2022 - Date

GEROCARE SOLUTIONS LIMITED **Digital Marketing Manager**

Overseeing all Digital Marketing Assets and Marketing Efforts

- Manage all company digital assets
- Craft compelling, concise social media copies, captions and headlines
- Organise live and virtual events
- Manage monthly marketing budget
- Manage E-mail marketing

- Current with up-to-date social media trends, platform features, and industry best practices.
- Expert in creating and coordinating visually appealing graphics, images, and videos for social media.
- Manage online communities to engage, build relationships and manage online reputation
- Team lead and supervision of interns and designers
- Influencer and campaign management to generate revenue
- Utilizing social media analytics tools to track, measure, and report on key performance metrics and make data-driven decisions using Google Analytics and Social Media Analytics Tools
- Manage, track and report on Digital strategies and outcomes
- Hone company brand identity and maintain a consistent brand voice across social media channels.
- Plan, collaborate and execute social media campaigns

ADDITIONAL INFORMATION

Interests: Digital Marketing, Content Creation, Tech, business development, marketing/content strategy, interior design

Positions: Content Producer/OAP(2015) Digital Marketing/Business Development at Markfema HMO (2017)
Operations Manager, Lagoslemons Online Food Store(2019-2020)

Tools: Notion, Later, canva, Capcut, Inshot, chatGPT, Quillbot, Google Analytics, Buzzsumo, SEMrush

Social Media Platforms: Facebook, Instagram, Twitter, Snapchat, TikTok, LinkedIn

Languages: English, French, Yoruba