

FOLORUNSHO OREOFE DEBORAH

Digital Brand & Content Strategist

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SUMMARY

I am a Digital Brand & Content Strategist specializing in creating impactful digital content and managing social media campaigns. With a strong track record in audience engagement and growth, I excel in project management and business consulting, helping brands scale their online presence across various sectors, including fashion and wellness. My creative leadership skills allow me to lead teams effectively and craft compelling digital experiences.

EXPERIENCE

Social Media Manager & Video Content Creator

Freelance

05/2024 - 01/1970 Remote

Freelance work as a Social Media Manager & Video Content Creator

- Developed and executed social media strategies for fashion, beauty, wellness, and fitness brands, increasing audience engagement and brand visibility
- Created high-quality video content, including promotional videos, tutorials, and short-form content for platforms like Instagram, TikTok, and YouTube
- Managed content calendars and scheduled posts across multiple platforms, ensuring consistent and strategic brand messaging
- Designed and optimized course websites for businesses looking to monetize their expertise through digital learning
- Analyzed social media metrics to track performance, optimize campaigns, and drive audience growth

Digital Systems & Project Support Assistant

Digital Operations & Content Support Assistant, Les Mills International Ltd.

06/2019 - 08/2019 Remote

Provided digital systems and project support

- Managed digital file transfers and system operations, ensuring seamless workflow between development and testing environments
- Led a team of 4 to configure devices and install multilingual software for 6 overseas consultants, improving cross-border collaboration
- Handled user account setups, permissions, and security management, ensuring smooth access to digital resources
- Worked with technical systems to support digital operations-enhancing problem-solving skills applicable to content platforms and social media tools

KEY ACHIEVEMENTS



Entrepreneur Award

Recognized for outstanding innovation and business growth in entrepreneurship



Best Dressed Female

Awarded for exceptional fashion and style at Final Year Banquet



Most Consistent Book Reader

Recognized for dedication to continuous learning and knowledge-sharing

SKILLS

Adobe Photoshop		Adobe Premiere	
Buffer	Canva	DaVinci Resolve	
E-Learning		Google Analytics	
Hootsuite	Moodle	Photoshop	
SEO	SMM	Social	Video Editing
Video Production		WordPress	
Final Cut	Illustrator	Instagram	

EDUCATION

Bachelor of Science in Computer Science

Adekunle Ajasin University

08/2020 - 08/2024 Ondo, Lagos

PROJECTS

Brand Launch & Digital Strategy for Glossier & PrettyLittleThing

📅 06/2022 - 01/1970 📍 Remote

Developed brand launch and digital strategy initiatives for Glossier and PrettyLittleThing.

- Developed and executed a brand launch strategy, enhancing online visibility and customer engagement
- Designed and built a website optimized for seamless shopping and user experience
- Produced high-quality video content for product promotions, behind-the-scenes, and campaign launches
- Managed social media campaigns, increasing reach and engagement on platforms like Instagram, TikTok, and YouTube
- Implemented content marketing strategies, leveraging influencer collaborations and paid ads for brand growth

Social Media & Digital Strategy Lead

📅 05/2023 - 06/2024 📍 Remote

Developed and executed social media and digital strategies for Fenty Beauty and Gymshark.

- Developed and executed digital marketing strategies, increasing brand visibility and audience engagement
- Managed social media content across Instagram, TikTok, and YouTube, creating high-quality video content for product launches and brand campaigns
- Led influencer collaborations, identifying and partnering with beauty, fashion, and fitness influencers to expand brand reach
- Implemented data-driven marketing strategies, analyzing performance metrics to optimize content and ad campaigns

Content & Course Website Consultant (Teachable)

📅 06/2022 - 01/1970 📍 Remote

Worked with wellness and beauty startups as a content and course website consultant

- Designed and developed course websites, helping businesses in the beauty and wellness industry monetize their expertise through online education
- Created engaging video tutorials and promotional content, increasing course enrollment and brand authority
- Optimized user experience (UX) and sales funnels, ensuring seamless navigation and improved conversion rates
- Integrated social media marketing strategies, leveraging Instagram, YouTube, and paid ads to drive traffic and course sign-ups

Self-Employed Fashion Designer

📅 06/2020 - 06/2025 📍 Ibadan, Lagos

Self-employed as a fashion designer servicing various clients

- Designed and created custom fashion pieces, building a loyal client base through word-of-mouth and social media marketing
- Successfully established and retained a customer base of 75+ clients, handling branding, sales, and customer relationships
- Managed end-to-end business operations, including fabric sourcing, production, pricing, and financial planning
- Leveraged social media platforms (Instagram & Facebook) to showcase designs, attract customers, and grow brand awareness
- Produced fashion-related content, including styling videos, behind-the-scenes footage, and promotional campaigns to drive engagement