

OLUWATOSIN DEBORAH AMIRA

+2348163072112

Lagos, Nigeria

oluwatosinamira@gmail.com

JOB SKILLS

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Marketing Analytics
- Social Media Marketing
- Social Media Advertising
- Email marketing
- Content Creation
- Customer Relationship Management
- Design
- Copywriting and Copyediting
- Time Management

EDUCATION

B.Sc. BIOCHEMISTRY (2021)
*Federal University of Agriculture
Abeokuta, Ogun State. Nigeria.*

INTERNSHIPS

- **ADDAX PETROLEUM
DEVELOPMENT NIGERIA
LIMITED – 2019-2020**
Production Intern
- **LENS HEALTHCARE SERVICES –
2019**
Biochemist Intern

PROFILE SUMMARY

Dedicated and highly organized digital marketer and content creator with excellent communication skills. Meticulous in my approach to data collation and presentation, I setup and maintain records, incorporating critical information and running high quality reports and analyses in the requisite style and format.

KEY COMPETENCIES

- Outstanding verbal and written communication, leadership, and interpersonal skills, with the ability to pay attention to details, while effectively communicating with client and colleagues to developing innovative marketing strategies.
- Ability to understand overall situations and proffer solutions.
- Adept at delivering superior services aimed at enhancing quality results.
- Possess strong time management and organizational skills, capable of learning new skills quickly and adapting to fast-paced environments.

WORK EXPERIENCE

2022-10 – CHIEF MARKETING OFFICER

Present Content Devs

- Oversaw the planning, development and execution of the marketing and advertising initiatives.
- Coordinated marketing efforts with the company's financial and branding goals.
- Coordinate marketing efforts with the company's financial and branding goals.

2022-06 – DIGITAL MARKETER AND CONTENT CREATOR

Present Receive

- Targeted content to specific audiences and focused on trending topics.
- Conducted in-depth research on industry-related topics in order to develop original content.
- Created various content types (videos, articles, info graphics) with relevant tone and style, adhering to the respective style guides.

TECHNICAL SKILLS

- Microsoft Office Suite
- Digital Marketing
- Network Marketing
- Online Sales

HOBBIES

- Reading
- Travelling

CERTIFICATIONS

- Digital Marketing (2022)
Saint Louis University USA
- Digital Marketing and content creation (2022)
Side Hustle NG
- Jobberman soft-skills (2022)
Jobberman
- Introduction to Graphics Designing (2020)
- International Well Control Forum (2020)
IWCF

REFEREES

To be provided on request

- Assisted the marketing team in developing content for advertising campaigns.
- Incorporated blog and social media posts in both websites and social media platforms like Facebook or LinkedIn.
- Analyzed web traffic to measure the success of the content (e.g. conversion and bounce rates).

2022-05 – DIGITAL MARKETING INTERN

2022-09 Saint Louis University (USA)/Globalshala (India)

- Administered all advertising campaigns, organic post and data analysis from all social media accounts for Facebook, Twitter, and Instagram.
- Utilizing such tools as Hootsuite, Google AdWords and Google Trends to sustain effective position for the brand.

2022-03 – ASSISTANT JOURNAL EDITOR

2023-02 University College Hospital - Ibadan

- Suggested journals and generated headline ideas in alignment with targeted audience’s preferences.
- Set publication standards and established goals and expectations.
- Oversaw layout (artwork, design, and photography) and edited journal articles for accuracy and errors.
- Maintained highest standards of ethics and competence.
- Ensured timely publication of journal articles.

2022-02 – DIGITAL MARKETING AND CONTENT CREATION INTERN

2022-05 Side Hustle NG

- Updated various social media channels daily and published weekly blog posts on medium.
- Developed a content calendar detailing the years activities.
- Created a content marketing strategy that aimed to promote online visibility and increase online engagement.
- Created a marketing and social media strategy to launch a startup brand.
- Created an email campaign for Vio Outfitters broadcast.
- Assisted with Search Engine Optimization (SEO) and also produced website and social media content.

VOLUNTEER EXPERIENCE

2018-02 – CUSTOMER SERVICE REPRESENTATIVE/MODERATOR

2020-05 Avedok

- Determined the quickest, most effective ways to answer a client’s/customer’s questions.
- Provided introductory information to new customers and ensured that customers are satisfied with products/services, troubleshooting common issues with a product or service.