

SALAMI ABIODUN

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PROFESSIONAL SUMMARY

Highly motivated Content Creator with proven track record developing engaging content. Works well independently as well as collaboratively. Adept at managing multiple projects while producing successful outcomes. Knowledgeable Social Media Manager experienced in executing social media strategies across social platforms. Demonstrated time management and collaboration skills. Flexes easily with new information and branding changes to consistently exceed targets for engagement, acquisition and retention.

PROFESSIONAL SKILLS

- Digital publishing
- Social media marketing
- Content scheduling
- Audience engagement
- SEO techniques
- Social media content campaigns
- Research
- Google Analytics
- Video Editing
- Digital channel management
- Wordpress
- Adobe Creative Suite
- Copywriting
- Promotional video development
- Social Media Management
- Social media expert

PROFESSIONAL EXPERIENCE

WORLD LINK

CONTENT CREATOR/SOCIAL MEDIA MANAGER

2021-Present

- Conducted online research to obtain relevant information and materials.
- Created dynamic graphics and pieces to increase website and social media traffic.
- Analyzed conversion and bounce rates to measure success of content.
- Implemented strategies and tactics to grow followers on social media channels.
- Analyzed and reported social media and online marketing campaign results.
- Increased customer engagement through social media.
- Monitored online presence of company's brand to engage with users and strengthen customer relationships.
- Designed and implemented social media strategies to align with business goals.
- Developed marketing content such as blogs, promotional materials, and advertisements for social media.
- Suggested and implemented new features to develop brand awareness.

CONVERSATION MEDIA

CONTENT CREATOR

2019-2021

- Strengthened content through proofreading and editing.
- Applied current editing and photography tools to tell great stories.
- Develop original content through social listening and independent sources.
- Developed original content using social listening and independent sources.
- Generated stories to reflect current trends and news to pull audience into website.
- Identified target audiences to analyze characteristics, behavior and media habits.
- Coordinated with marketing and design teams to illustrate articles.
- Organized collected information to produce well-written articles.
- Wrote quality content for clients, enabling site visitors to quickly obtain information.

EDUCATION

Polytechnic Ibadan (HND)
Electrical Electronics

2013-2017

PROFESSIONAL TOOLS

ADOBE PHOTOSHOP | ADOBE PREMIER PRO | CANVA | FIGMA | HTML5 | CSS 3

REFERENCE

Available on request