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PROFILE SUMMARY

Motivated marketing professional with a strong track record in digital marketing. Experienced in driving brand awareness, generating leads, and executing successful campaigns. Skilled in social media management, content creation, data analysis. Excellent communication and interpersonal skills. I have successfully executed campaigns that have boosted brand recognition. And generated leads. I am Seeking a challenging role to leverage expertise, and contribute to the growth and success of a forward thinking company.

PERSONAL DETAILS

Marital status: Single

Sex: Female

D.O.B: August 30th 1997

AREA OF EXPERTISE

Digital Marketing: Specializing in online advertising, social media marketing, SEO and content strategy.

Project Management: Skilled in planning , organizing ,and executing projects to achieve specific goals and deliverables.

Graphic Designs: Proficient in creating visual appealing designs for various platforms, including print and digital media.

Financial Analysis: Experienced in analysing financial data, conduct forecasting and providing insights for transformed decision making.

Sales and Business Development: Expertise in identifying new business opportunities, building relationships, and driving revenue growth.

Customer Service: Skilled in providing exceptional customer support, resolving issues, and maintaining customer satisfaction.

Data analysis: Proficient in using statistical tools and techniques to analyse data and drive meaningful insights.

Leadership and Team Management: Experienced in leading teams, fostering collaboration, and achieving collective goals.

PROJECT ACHIEVEMENT

I led a cross-functional team in successful launch of a new product, resulting to 30% increase in online sales within the first two months.

I also Coordinated the project to implement and oversee content creation and marketing strategies.

I implemented user friendly features and optimized a business page for search engines, resulting in improved customer engagement and higher conversion rate.

INTER PERSONAL SKILLS

While at Arshavin global service Ibadan- Nigeria, I excelled in building strong relationships and fostering positive connections with colleagues, clients and stakeholders.

I am a active listener, which allows me to understand others perspective and collaborate effectively.

I am skilled in resolving conflicts, promoting teamwork, and maintaining a line of communication.

These inter personal skills have helped me to develop trust, navigate challenges and achieve successful outcomes in various professional settings.

CERTIFICATIONS

Digital Marketing Certificate at Wendy Net Institute

Digital Advert expert Certificate at Aleph

Social Media Management and Advert Specialist at Digital Marketing Institute.

Web Development at Labano Academy

Project Management Certificate at Environmental Development Group (ADO-EKITI)

EDUCATION

2014-2019

Oduduwa University, Osun state

B.S.C In International Relations

WORK EXPERIENCE

June 2019- July 2020 | **Front Desk Officer, Ministry of Education ADO-EKITI**

I was crucial in providing excellent customer service and ensuring smooth operations. Where i managed calls, handled files, scheduled and reserved appointments, provided information, provided administrative support and welcomed all visitors, clients and employees

*July 2020- November 2022***Manager and Digital Marketer at Arshavin Global Service Ibadan**

I had a dual role the involved overseeing team members and implementing effective digital marketing strategies. My responsibilities were:

Team Management

Strategy Development

Campaign Execution

Performance analysis

Budget Management

Collaboration

Stay updated with the industry trends

*November 2022***Digital Marketer at D-SR-BRAND**

Since November 2022, I have been working as a digital marketer at **d-sr-brand** to create and implement strategies to promote products and services using digital channels. Here is what I have been doing:

Creating market research

Content creation

Search Engine Optimization

Social Media Marketing

Email Marketing

Paid Advertising

Analytics and Reporting

Conversion Rate Optimization

Stay Updated

*September 2023***Social Media Manager at Media Matrics**

I assisted in managing social media platforms, creating engaging content

Collaborated with team to develop and implement media strategies

Monitored and responded to comments, messages and inquire from followers

Conducted research on industry trends and competitor analysis to optimize content

Contributed to the growth and company's online presence and engagement

EXTRA CURRICULAR ACTIVITIES

Video Editor at Niger state television| Niger State, Minna

Assisted in putting together visuals for news and music videos

Radio Presenter at Radio Niger |Niger State, Minna

I was a program presenter where i wrote and delivered scripts used to entertain and engaged listeners through my voice and content

SKILLS

Video Editing

HTML and CSS

Marketing

Copy writing

Content writing

INTERESTS

Learning new digital trends and strategies

Traveling

Listening to marketing podcasts

Listening to music

REFREES

Available on request