

ALADEWOLU WINNER GBEMISOLA

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PROFESSIONAL SUMMARY

Results-driven Virtual Assistant and Social Media Specialist known for transforming admin workflows and boosting online engagement.

Expert in Canva, Notion, Buffer, and task automation tools to power up brand visibility and client productivity.

Dedicated to helping startups and CEOs scale faster through smart systems, impactful content, and consistent support.

SKILLS AND TOOLS

- **Technical Skills/Tools:** CRM Management (Trello, Notion, Airtable), Graphic Design (Canva, CapCut, Figma basics), Basic Email Marketing (Mailchimp), Social Media Content Creation & Scheduling (Instagram, TikTok, LinkedIn), Community Engagement & Customer Support, Administrative Support & Calendar Management.

PROFESSIONAL EXPERIENCE

Administrative and Social Media Virtual Assistant

The Skincare Affairs Nigeria Ltd – Lagos, Nigeria March 2024 - Present

- Managed and scheduled 30+ pieces of weekly content across Instagram and TikTok using Buffer, boosting follower engagement by 25% within 3 months.
- Designed branded visual assets (Reels covers, carousel posts, promo flyers) in Canva to maintain brand identity.
- Organized product launches, virtual events, and promotions that contributed to a 15% monthly increase in online sales.
- Handled inbox management, order processing, and CRM updates, maintaining 98% customer satisfaction rate.

Administrative Virtual Assistant

Triumphant Enterprise – Lagos, Nigeria May 2023 – February 2024

- Provided executive-level administrative support including calendar management, email handling, and document creation using Google Workspace
- Optimized executive calendar, scheduled 50+ meetings monthly, reducing missed appointments by 20%

- Assisted with basic social media outreach, scheduling posts on LinkedIn, and growing brand visibility by 18%.
- Created a centralized CRM in Trello for project and client tracking, improving onboarding time by 30%.

EDUCATION

LAGOS STATE UNIVERSITY – Lagos, Nigeria

Bachelor of Science in Marketing | 2020 – 2024