ADEWUSI ADEBOWALE

Digital Marketer|Social Media Manager

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PROFESSIONAL SUMMARY

Creative, data driven digital marketer with wealth of experiences ranging from fintech,

web3 and veterinary.

With 5+ years of managing socials, running paid ad campaigns, influencer marketing,

developing user acquisition strategies and growing communities, I am immensely

prepared to tackle any B2C and B2B challenges.

SKILLS

● Social media management

● Email marketing

● Graphic design

● Influencer marketing/partnership

● SEO Writing

● Paid ads

PROFESSIONAL EXPERIENCE

ZENDWALLET|Digital Marketer (Remote)

September 2024-Till date

● Managed social media pages

● Did campaign strategy and development

● Did influencer marketing and managed influencers during campaigns

● Did performance marketing (ads and analytics)

APPLESTORE|Content creator and Social media management (hybrid)

August 2023-September 2024

● Did content creation (includes video and graphic design)

● Aside managing socials, I sent mails and followed up with clients at some point

● Also did Influencer management, brought on board popular influencers

INNOVA VETERINARY|Marketing executive (hybrid)

DECEMEBER 2021-JULY 2023

● Aside managing socials, I blogged, was the community manager, I also

managed the Google my business page (google address page)

EDUCATION

● HIGER NATIONAL DIPLOMA in Food Technology (Lagos state polytechnic

2009-2017)

● GOOGLE FUNDAMENTAL DIGITAL MARKETING- Google (2019)

● INBOUND MARKETING- Hubspot (2020)

● DIGITAL MARKETING- Simplilearn (2020)