**AKINPELU OLUWATOYIN VICTOR**

**About Me**

I am Digital Marketer who has worked in various firms as an intern, a social media handler/marketer, and a team lead. I’ve also worked in sales for a shoe company(a co-startup brand we started back in Uni). I’ve got organisational skills, as well as good work ethic and I believe I can thrive as a marketer for any business, firm or company

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**Mararaba, Nasarawa State**

**EDUCATION WORK EXPERIENCE**

**TIMI MEDIA** Online – 2021

**A Whatsapp Tv I started and then moved to twitter and Instagram. I used my skills on Facebook ads to garner audience reaching a peak 5000 views on whatsapp and a community of over 40k contacts. This was the beginning of my joiurney as a marketer. I used my audience to help students busineses market their product, boost sales and also increase their brand visibility.**

**OAK BUILDERS**  Lagos - 2022

**Internship requirements for B. Eng.**

**I also helped their website gain visibility through SEO. The search rank on Google was poor (not in top 100). I helped moved it to no 76. On ranking before the end of my 6 months internship. I also doubled as their Twitter handler to showcase their “start-to-finish” construction works. It was fun because I had already done something similar with a few businesses in school.**

**DENOVU** Minna – 2023

**Co- Founder/Head of Sales**

**B.Eng Materials and Metalurgical Engineering**

Sept 2024

* **Federal University of Technology, Minna**

**Digital Marketing Certificate**

July 2024 – January 2025

* **Hubspot Academy**
* **Udemy**

**SKILLS**

* Time Management
* Communication
* Critical thinking
* Analytics
* SEO
* Project Management
* Video Editing
* Graphics Design
* Product Designing

**EDUCATION WORK EXPERIENCE**

**A shoe company I co=founded with a colleague and we sold a record 20 pairs in the first month. I handled marketing and sales. While having a tight budget, I used my brand management along with my marketing skills to ensure the business yielded a profit. It was a lot of work. Money, time and resources were put in to achieve that feat. Denovu went to sell about 55 pairs of shoes across board. It became an household name on campus in months.**

**PS: I handled the administrative and investment/financial side of things**

**MOSWARDROBE/MOSHAPER JUNE 2023 till date**

**DIGITAL MARKETER/SOCIAL MEDIA MANAGER ROLE**

**REFEREES:**

**Mr Kehinde Adeyemo – [kehindeadeyemo225@gmail.com](mailto:kehindeadeyemo225@gmail.com)**

**08055117412**

**MD/CEO Oak Builders Ltd**

**Seamas Vincent –**

**09050425719**

**Creative Director, Denovu**

**Creative Director – Denovu Ng**

**MD/CEO – Soke Studios**

**ACHIEVEMENTS**

* **Sold 55 pairs of shoes designed and made by Denovu.**
* **Helped Timi Media gain visibility on socials**
* **Increased the visibility of Oak builder’s website on search rankings which in turn helped bring more clients to the firm.**
* **Helped businesses and brand boost sales on campus most especially restaurants and student food vendors**
* **Helped a logistics startup firm with analytics that inproved his business(waka-waka logistics)**