

ONIYIDE YUSUF ABIODUN

Ikotun Lagos State, Nigeria.

+2348087251627 / oniyideyusuf69@gmail.com

LinkedIn: www.linkedin.com/in/yusuf-oniyide

PROFESSIONAL SUMMARY

A resourceful, dedicated and proactive individual ready to grow with the organization to strive for excellence, adequately participating in business and team activities towards meaningful changes so as to improve organizational goals and objectives and also building and maintaining a high Level of professionalism thereby contributing significantly to the development of an organization and the society at large. A professional with experience in digital marketing, social media management, customer support, data entry, operations, sales and marketing, business management with extreme dedication to help the organization comprehend its long-term goals and objectives.

Seeking an experience hired role in your organization while bringing analytical thinking skills and extreme dedication to help the organization comprehend its long-term goals and objectives.

SKILLS AND COMPETENCIES

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|--------------------------------------|--------------------------|-------------------------|
| • Social Media & Digital Management | • Performance Monitoring | • Negotiation Skills. |
| • Customer Support Management Skills | • Business Communication | • Regulatory Compliance |
| • Documentation. | • Team Coordination | • Leadership Skills |
| • Data Entry Records | • Sales & Marketing | • Agility |
| • Content Creation | • KPI Management | • Conflict Resolution |
| • Operations Management | • Records Keeping | • Problem-Solving |
| | • Adaptability | • Trustworthiness |

WORK EXPERIENCE

Social Media Manager I – BigFix Integrated Technologies I July 2025 – Date

- Oversee all social media platforms and respond to customers and clients alike
- Timely response to all activities related to the company online and offline.
- Bespoke digital marketing campaign on all social media
- Proper and effective engagement of existing and prospective customers on Business WhatsApp, LinkedIn, Facebook, Instagram, X (Twitter), TikTok etc.
- Maintain working relationships with existing clients to ensure that they receive exceptional service and to identify potential new sales opportunities
- Identify prospects, set appointments, make effective qualifying sales calls, and manage sales cycle to close new business in all service categories
- Possess in-depth product knowledge and be able to conduct demos and handle objections.

Digital Marketer I – L'Riyu Nigeria Enterprise I April 2025-Till August 2025

- Assisted in overall day-to-day operations of the company, including continuous development of effective staff-customers' relationship to achieve the management goals and objectives.
- Oversee all social media platforms and respond to customers and clients alike

- Timely response to all activities related to the company online and offline.
- Bespoke digital marketing campaign on all social media
- Proper and effective engagement of existing and prospective customers on Business WhatsApp, LinkedIn, Facebook, Instagram, X (Twitter), TikTok etc.
- Maintain working relationships with existing clients to ensure that they receive exceptional service and to identify potential new sales opportunities
- Identify prospects, set appointments, make effective qualifying sales calls, and manage sales cycle to close new business in all service categories
- Possess in-depth product knowledge and be able to conduct demos and handle objections
- Achieve sales goals by assessing current client needs and following a defined selling process with potential buyers, often including product demos and presentations

NYSC PPA: Ministry of Trade, Cooperative and Commerce | Lagos | June 2025-Till Date

- Assist in filing, documentation, and record-keeping for trade licenses, cooperative registrations, or business permits.
- Draft memos, reports, and correspondence under supervision.
- Help compile data on market trends, commodity prices, or business opportunities. • Participate in CDS (Community Development Service) projects
- Assist in monitoring and evaluating cooperative societies for compliance.

Social Media Manager Intern – Luemprex Digital Network March – April 2025

- Identifying and generating qualified business leads
- Track performance metrics (likes, shares, reach, conversions and compile reports
- Work with the marketing team to align social media with campaigns, events, or product launches.

PepsiCo Sales – Forage March 2025

- Completed a simulation focused on Sales for PepsiCo
- Developed a selling pitch to secure a display in a retail store
- Coached a team member on resourcing and planning a retail display set up

Spreadsheet Expert – Intellect Stars Private School September 2022-December2024

- Creating pupils' results spreadsheet using Microsoft Excel
- Creating Spreadsheet Payroll for Staff using Microsoft Excel
- Analyzing school data using Microsoft Excel
- Led the committee that oversees the conduct of examination, uploading of pupils' results on spreadsheet and training staff on the use of Microsoft Office Suite

Side Hustle Internship April 2022-September,2022

- Analyzing data using Microsoft excel and creating presentations using PowerPoint
- Led the team in carrying out assigned projects
- Promotion of products on the internet and sales copy that converts prospects to customers
- Track assist for Digital Marketing, Content Creation and track assist for Microsoft Office Suite

G-Technology - Internship April 2022-July,2022

- Tracking customers' behavior online • Email marketing campaigns
- Creation of landing pages and writing contents for Search Engine Optimization (SEO)
- Creating ads on Facebook

SuccessTrend IT Firm - Internship April 2020-January,2021

- Handling of sales objections raised by prospects and contents for customers' engagement

- Setting up ads on Social Media Platforms and engaging contents on Social Media platform

EDUCATION AND CERTIFICATIONS

NYSC: National Youth Service Corps, 2025 (In View)

Certificate of National Service

University of Ilorin, Ilorin, Kwara State, Nigeria, 2019-2024

Bachelor of Science in Marketing Second Class Honours (Upper division)

Meric Victory Comprehensive College, Idimu, Lagos State, 2014-2017

SSCE: Senior Secondary School Certificate

PROFESSIONAL CERTIFICATIONS

Sales Job Simulation – PepsiCo March 2025

Level-Up Entrepreneurship Skills Course - Unilever August 2024

Digital marketing and content creation - Side Hustle May 2022

Microsoft office suites at Side Hustle Internship May 2022

Soft-Skills Training - Jobberman May 2022

Digital Marketing - G-Technology May 2022

Web analytics at E-Marketing Institute December 2020

Digital Skills for Africa - Google December 2020

Digital Marketing course - Udemy November 2020

Content Marketing - E-Marketing Institute November 2020

Blogging - E-Marketing Institute November 2020

Search Engine Marketing - E-Marketing Institute November 2020

Search Engine Optimization - E-Marketing Institute October 2020

Affiliate Marketing - E-Marketing Institute April 2020

E-commerce - E-Marketing Institute April 2020

E-mail Marketing - E-Marketing Institute April 2020

Social Media Marketing - E-Marketing Institute April 2020

Online Marketing Fundamentals - E-Marketing Institute March 2020

TECHNICAL SKILLS: Proficient In Digital Marketing, And Content Creation and Marketing Strategies • Excellent working knowledge of Word, Excel, PowerPoint, Tableau, SQL, Python and other statistical packages. • Passionate about leveraging data to tell compelling stories, optimize business processes, and drive strategic decision-making. • Customer Relationship Management Skills, Perfect Communication.

REFERENCES

Available On Request