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Summary

I am a digital specialist, brand and communication expert, and a sales expert. Do you need to leverage digital means to boost your online presence, are you looking to curate the best brand strategy? I am your go to person.

Career Objectives

I am a self motivated individual passionate about learning as well as being beneficial to any organization I find myself. I hope to grow and learn with your organization while I render my services as an expert in the field I have applied for.

Education

University of Lagos

B.A Philosophy (Second Class Upper Division)

Utopia Comprehensive College
(WAEC Certificate)

Skills Acquired

- PowerPoint
- Excel
- Graphics design
- Google analytics
- Email marketing using MailChimp
- Project management
- Brand management
- Brand communication and strategy
- Market research
- Data analytics
- Social media marketing
- Content writing and copywriting
- Customer support and relations
- Public relations

Digital Media Manager (Voluntary): Centre for Climate Change and Sustainable Development Jan 2021 - Dec 2024

Job Description

- Curate content, social media calendar monthly.
- Reports directly to the executive director.
- Manage all company's online presence except the website.
- Reports to the executive director.

Public Relations Officer (Contract): Rumors Night Club Jan 2022 - Dec 2024

Job Description

- Conversion of online clients to buyers.
- Online and offline awareness.
- Reports directly to the manager.
- Worked on special event launches and brand activations as a hostess.

Public Relations Officer (Contract): Vaniti Night Club Jan 2024- Dec 2024

Job Description

- Conversion of online clients to buyers.
- Online and offline awareness.
- Reports directly to the in house DJ on contract basis.
- Worked on special event launches and brand activations as a hostess and online promoter.

Community Manager (Voluntary): AwediNetwork Jan 2019 - Dec 2024

Job Description

- Manage the company's online community.
- Send out monthly newsletters to the community.
- Curate content, social media calendar monthly.
- Give monthly reports of companies online performance.
- Reports to the digital specialist.

Assistant Digital Marketing Specialist: JustBrandIt Jan 2020 - Dec 2021

Job Description

- Assists the digital marketing specialist.
- Brand consulting and management for clients and company.
- Reports directly to the digital marketing specialist.

Digital Content Management Executive: Under40CEOS Jan 2021 - Dec 2021

Job Description

- Manage the company's online community.
- Send out monthly newsletters to the community.
- Curate content, social media calendar monthly.
- Give monthly reports of companies online performance.
- Reports directly to the country manager.

Solar Energy Consultant and Field Engineer Trainee: Jamitech Energy Jan 2019 - Dec 2020

Job Description

- Energy audit for clients.
- On field sales representative and solar energy trainee.
- Customer support and relations.
- Client solar system maintenance.
- Reports directly to the CEO

Online Sales Representative and Social Media Manager: House of Gems July 2018 - December 2018

Job Description

- Conversion of online clients to buyers.
- Online and offline awareness.
- Reports directly to the in store manager
- Worked on special event launches and brand activations
- Worked on content curation, management and execution

Cosmetic Merchandiser, Digital Intern and Junior Project Manager: Shefa Inc Jan 2016 - Dec 2017

Job Description

- Takes stock of cosmetics: Revlon, Shea Moisture etc.
- Create marketing strategies and marketing plans for clients for brand consulting.
- Work on outdoor projects for in house activations, and clients events and activations.
- Work together with a team for major projects and execution.
- Reports directly to the CEO

Sales Representative (Contract): Africasie Distrimarq Global Jan 2012 - Dec 2016

Job Description

- Worked on contract base for essenza perfume store, and montaigne place to boost sales for their perfume and cosmetic brands.
- On site sales strategist and scent expert.
- Worked on special event launches and brand activations as a hostess e.g Gucci Bloom Launch, Bvlgari Goldea Launch.
- Customer service and relations.

Additional Qualifications

- Project Management
- Solar PV Installation certification Ashdam Solar Academy

Referees

Available upon request.