

# OLUSANYA EMMANUEL ILORI

## Marketing and E-Commerce Manager

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[https://www.linkedin.com/in/olusanya-ilori-b7953a30b?utm\\_source=share&utm\\_campaign=share\\_via&utm\\_content=profile&utm\\_medium=android\\_app](https://www.linkedin.com/in/olusanya-ilori-b7953a30b?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app)

Lagos, Nigeria, 100283

## EXPERIENCE

### Social Media and Ecommerce Manager

#### DSCL NG

01/2025 - Present

Mobile Retail Store

- Developed and executed social media strategies across multiple platforms, resulting in a 30% increase in audience engagement
- Created and curated engaging content tailored to target demographics, leading to a 25% growth in followers over six months
- Analyzed social media metrics and performance data to optimize campaigns and improve ROI, utilizing tools such as Google Analytics and Hootsuite
- Collaborated with cross-functional teams, including marketing and design, to align social media initiatives with overall brand objectives and promotional activities
- Managed social media advertising budgets, overseeing paid campaigns and ensuring optimal spending for maximum reach and engagement
- Monitored industry trends and competitor activities to stay ahead of market developments and adjust strategies accordingly
- Facilitated online community management, responding to customer inquiries and comments promptly to enhance brand reputation and customer satisfaction
- Conducted training sessions for team members on best practices for social media engagement and content creation, fostering a culture of continuous improvement

### Marketing and Ecommerce Manager

#### FINET Communications LTD

01/2021 - 12/2024 Lagos, Nigeria

Mobile Retail Company

- Developed and executed comprehensive social media strategies to increase brand awareness and engagement across multiple platforms
- Managed daily social media operations, including content creation, scheduling, and community management, resulting in a 30% growth in follower base within one year
- Analyzed social media metrics and KPIs using tools like Google Analytics and Hootsuite to measure performance and optimize campaigns for better reach and engagement
- Collaborated with cross-functional teams, including marketing, design, and public relations, to ensure cohesive messaging and branding across all channels
- Conducted market research and competitor analysis to identify trends and opportunities for innovative content and campaigns
- Crafted and implemented targeted advertising campaigns, achieving a 25% conversion increase through strategic audience targeting
- Trained and mentored junior team members on social media best practices, content creation techniques, and analytics reporting
- Stayed up-to-date with the latest social media trends, tools, and technologies to continuously improve strategies and foster community growth

### Social Media and Branding Manager

#### Wepush Media LTD

04/2018 - 01/2022

Media Company

- Developed and executed social media strategies to increase brand awareness and engagement across multiple platforms, including Facebook, Twitter, Instagram, and LinkedIn
- Managed content calendars and created engaging posts, graphics, and videos aligned with marketing campaigns and overall brand messaging
- Analyzed social media metrics and performance data to assess the effectiveness of campaigns, making data-driven adjustments to optimize reach and engagement
- Collaborated with cross-functional teams, including marketing, design, and customer service, to ensure cohesive messaging and brand representation across all channels
- Monitored industry trends and competitor activity to identify opportunities for content innovation and audience engagement
- Engaged with followers and responded to inquiries promptly to foster community and enhance customer relationships
- Conducted social media audits to review current strategies and recommend improvements based on best practices and emerging trends
- Trained and mentored junior team members on social media best practices, tools, and strategies to enhance team performance and productivity

## SUMMARY

I am a dynamic E-Commerce Manager with proven expertise in brand promotion and user engagement. I excel in leveraging analytical skills to drive significant traffic growth and enhance conversion strategies. I possess strong interpersonal communication and strategic planning abilities that foster successful collaborations and impactful promotional campaigns, resulting in elevated customer experiences

## KEY ACHIEVEMENTS



### Social Media Growth Achievement

Achieved a 30% growth in follower base within one year at FINET Communications LTD through innovative social media strategies and engagement



### Audience Engagement Enhancement

Increased audience engagement by 30% at DSCL NG by effectively managing social media operations and community management



### Engagement Rate Improvement

Led to a 25% boost in engagement rates as Social Media Manager at Noella Foundation by implementing targeted strategies

## LANGUAGES

### English

Native



### Pidgin

Proficient



## SKILLS

Agile

Data Structures

ECommerce

Google Analytics

Hootsuite

Java

Python

SEO

SMM

SocialMediaAds

Gmail

Instagram

AB Testing

Copywriting

Customer Engagement

Inventory Management

## INTERESTS



### Hobbies

Enjoys reading, music, and design as personal hobbies

## COURSES

### Marketing Through Social Media

## EXPERIENCE

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Freelance Radio Presenter

### Osun State Broadcasting Corporation

📅 06/2017 - 04/2018

Broadcasting Corporation

- Developed and hosted engaging radio shows, focusing on various themes such as music, culture, and current events
- Conducted live interviews with guests including musicians, authors, and industry experts, enhancing audience engagement and show quality
- Created and curated playlists to align with the show's theme, ensuring a diverse and appealing selection for listeners
- Utilized social media platforms to promote shows, interact with listeners, and build a loyal audience base
- Managed technical aspects of broadcasting, including sound mixing and editing, to ensure high-quality audio output
- Researched and wrote content for scripts and show segments, maintaining a strong narrative flow and informative value
- Collaborated with other freelancers and production teams to develop innovative show concepts and marketing strategies
- Adapted to various broadcasting environments and technologies, demonstrating flexibility and a commitment to continuous learning

## EDUCATION

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### Federal Polytechnic Ado Ekiti

📅 09/2013 - 09/2015

HND

### Interlink Polytechnic

📅 09/2018 - 09/2020