

OLUSANYA EMMANUEL ILORI

Marketing and E-Commerce Manager

+234 905 401 6774 sanyaemmanuel453@gmail.com

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

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

ND

Federal Polytechnic Ado Ekiti

09/2013 - 09/2015

HND

Interlink Polytechnic

09/2018 - 09/2020