**OLAOLUWA OLAWUMI SAMUEL**

No 19, Unity Estate, Elebu-Oritamerin, Oluyole Extension, Ibadan, Oyo | +2348127186463 olawmisesan@gmail.com

**PROFILE SUMMARY**

A Communications and Community Manager with progressively valuable experience across tech, for-profit, non-profit, advertising, media and educational sectors,

**CORE SKILLS AND COMPETENCIES**

* Effective Interpersonal Communication
* Content Writing
* Graphics Design
* Business Writing
* Social Media Optimization
* Digital Marketing
* Video Editing
* Search Engine Optimization
* Business Development

**PROFESSIONAL EXPERIENCE**

**Social Media Manager**

**UnbugQA February *2022 - Present***

Responsibilities:

* All kinds of business, web, sales and social media content writing
* Designing and monitoring online marketing campaigns
* Creating, curating and developing of all kinds of visual , audio, audio-visual and written content for awareness and marketing on social media.
* Designing a simple and consistent brand messaging framework and visual outlook across all digital outlets.

**Communications & Community Manager**

**Teens Going For Gold Network February *2021 - January 2022***

Responsibilities:

* Facilitating online community engagement among the organization’s volunteers and her stakeholders.
* Developing marketing content and advertisements for social media.
* Analyzing and reporting social media and online marketing campaign results.
* Developing strategy for publicizing the organization's online and physical conferences, to help 943 teenagers (so far) across (30 Secondary Schools, 5 Orphanages, and 2 Remand Facilities in) Nigeria find, contribute to, and benefit from her work.
* Curating & publishing videos to strengthen organizational reputation.
* Designing a simple and consistent brand messaging framework and visual outlook across all digital outlets.
* Contributing articles and ideas to the organization’s quarterly Teen Achiever magazine and getting patrons for its advert columns.
* Writing, educating, publishing and promoting relevant articles on the organization's website.

**Content Editor**

**Inclusion Times *July 2020 - January 2021***

Responsibilities:

* Publishing data-driven, timely and quality industry-based [news features](https://inclusiontimes.com/cowrywise-raises-3-million-in-pre-series-a-round/) and [op-eds](https://inclusiontimes.com/how-mastercard-visa-and-paypal-can-stay-relevant-in-an-era-of-national-digital-currencies/).
* Researching for original news stories within the agency's niche.
* Managing social media channels and effectively increasing engagement from baseline by 70%.
* Developing content for the news [website](https://inclusiontimes.com/) and updating the website in real time.

**Social Media Strategist**

**Home Advantage Africa October *2019- May 2020***

Responsibilities:

* Writing interesting copy with eye for current trends and viral potential.
* Maintaining editorial calendar to keep content timely, relevant and engaging.
* Responding to email and social media messages guided by official stipulations.
* Identifying thought leaders and influencers to promote brand activities, including its online webinars and physical conferences across Africa.
* Managing corporate social media channels including [Instagram](https://www.instagram.com/p/CALL2NjFuxD/?utm_medium=copy_link%0D%0A) and Twitter.
* Designing and presenting social media campaign ideas, such as featuring stories of millennial change-makers, and self-development content.

**VOLUNTARY SERVICE**

**Human Resources Manger**

**Teens Going For Gold Network Jan. 2015 - Present**

* Fostering effecient and effective communication between all sectors of the organization
* Overseeing volunteers' performances and rewards
* Training volunteers to ensure personal and professional growth as well as excellent service delivery
* Incorporating an empowering organizational culture.

**Youth Correspondent**

**Your Commonwealth. October 2021 - Present**

Researching, collecting and developing content for the Your Commonwealth blog.

**Monitoring and Evaluation Associate**

**Association for Reproductive Family Health *Aug. 2019-Dec. 2019***

* Collecting relevant social, medical and economic data from outreach fields.
* Analyzing collected data.
* Interpreting and Reporting the data for reference and organizational decision making.

**EDUCATION**

**BSC Economics**

University of Benin

**2019**

**Certificate In Executive Marketing**

Quantic School of Business & Technology

**2020**

**COURSES**

**Certificate in Advocacy and Lobbying, Rules for Private Foundation**

Learn Foundation Law in collaboration with Packard Foundation, Gates Foundation, Hewlett Foundation and Moore Foundation

**2021**

**REFEREES**

**Ms. Oluwapelumi Obisesan**

Communications Specialist,

Feed The Future Project

Senegal Policy Systems Services.

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**Mrs. Tobiloba Akerele**

Regional Senior Technical Advisor, Communications

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