

Tobiloba Oladunjoye

Digital Marketing Specialist

Driven Marketing and Communications Executive with 5 years of experience supporting marketing operations for companies of varying size and complexity. Successful producer of external advertising and promotional materials, supporting lead generation and company growth through collaborative, strategic planning.

Contact

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Lagos

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LinkedIn

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Skills

Social Media Management	<div><div></div><div></div><div></div><div></div><div></div></div>	Excellent
Content Creation	<div><div></div><div></div><div></div><div></div><div></div></div>	Excellent
Graphics design	<div><div></div><div></div><div></div><div></div><div></div></div>	Good
Communication	<div><div></div><div></div><div></div><div></div><div></div></div>	Very Good
Creative Thinking	<div><div></div><div></div><div></div><div></div><div></div></div>	Very Good
Social Media and Google Ads	<div><div></div><div></div><div></div><div></div><div></div></div>	Very Good
Microsoft Office Suite	<div><div></div><div></div><div></div><div></div><div></div></div>	Very Good
Video Editing	<div><div></div><div></div><div></div><div></div><div></div></div>	Average

Work History

2021-06 -
Current

Marketing Communications Officer

MainOne, Lagos

- Manage all company social media accounts (LinkedIn, Twitter, Instagram, Facebook, YouTube) to increase brand awareness and generate leads online.
- Create and distribute engaging written and visual content across social media platforms, with an average of over 20k weekly impressions on LinkedIn and Twitter.
- Assist in drafting company press releases, direct mailers and newsletters both internally and externally. Also worked with agencies to execute company event and sponsorship activities

2021-04 -
2022-05

Digital Marketer (Remote)

Data2Bots, Amsterdam

- Managed marketing campaigns to cultivate brand awareness and drive website traffic.
- Drove email acquisition and marketing campaigns to support key business initiatives across account management, new business development and customer experience.
- Administered marketing calendar and posted new content on socials, company blog, press releases etc to coincide with new product and service releases.

Education

2013-03 -
2017-09

Bachelor of Arts: Linguistics

Obafemi Awolowo University - Ile-Ife, Osun, Nigeria

Certification

2020-02

Fundamentals of Digital Marketing: Google Digital Skills for Africa