**[Folorunso Mercy]**

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**PROFILE SUMMARY**

I am confident in accepting challenges, resourceful, knowledgeable, proactive, energetic, and disciplined individuals, seeking to utilize and develop my skills and experience to contribute to your organization’s growth. I am committed and enthusiastic about solving complex problems with creative thinking. I am also passionate and enjoy Digital Marketing with a big interest in solving complex marketing problems.

Result-oriented Digital Marketing Professional with the ability to drive brand awareness and revenue growth using proven digital marketing strategies, tactics, and tools to target your precise customer target to drive quality traffic to your business.

Able to implement advanced strategies to convert your site visitors to new, returning, and referral customers at the lowest cost possible with the ability to engage your customers to advocate your brand. Knowledgeable in integrating traditional marketing with digital marketing to maximize results.

**AREA OF EXPERTISE – DEMONSTRATED SKILLS**

***Strategy Formulation***: I am skilled at developing result-oriented digital marketing strategies as evidenced in my outcome during my course at the Digital Marketing Skill Institute. I developed a cost-effective digital marketing strategy for an Insurance Company.

***Social Media Tools***: Able to use cost-effective and smart social media tools to manage, monitor, and optimize social media engagement to drive the chart results as practiced during my course at the Digital Marketing Skill Institute using tools like Hootsuite, Snip.ly, and many more.

***Social Media Ads***: Can run effective social media ads and effectively target your exact target audience on various social media as implemented in my project at the Digital Marketing Skill Institute.

**Customer Avatar and Research:** Able to determine your customer avatar as this is the most important part of digital marketing – understanding who your targets are and when, where, and how to target them to get results. Can run customer research using Alexa, SimilarWeb, Google AdWords, and many other tools as trained and tested in the Digital Marketing Skill Institute.

***Landing Page***: Able to develop high-converting landing pages using tools like Instapage to drive conversion and generate leads as implemented during my course at the Digital Marketing Skill Institute.

**PROJECT ACCOMPLISHMENTS**

1. I successfully ran ads on Facebook and Instagram for a fashion industry.

2. I developed a sales funnel project on how to sell a phone in an e-commerce store.

3. I developed a customer Avatar for a fashion Industry.

4. I successfully developed a landing page and connected it with email.

5. I created a 30-day content calendar for a cosmetic online store.

6. I successfully scheduled my course work on Google Calendar, created a shareable link, set reminders and scheduled events,

**INTERPERSONAL SKILL**

**Problem-Solving** – Able to use analytics to provide customer-focused marketing solutions by measuring key performance indicators to draw our innovative solutions for implementation. I was able to solve a class challenge on how to target Nigerian clients in the UK.

**Communication** – able to motivate others and generate a positive attitude to setting up new procedures. I have worked, schooled, and lived with people from different backgrounds and ages, through this I have learned to adapt to suit different audiences. Competent in report writing and presentation delivery, evident in work and educational experiences.

**Teamwork**-

**CERTIFICATIONS**

 ***2023 Digital Marketing Skills | Digital Marketing Professional Certified***

**Digital Marketing Fundamentals**

I learned the fundamental principles that are required for any digital marketing success. I also learned the power of applying digital marketing concepts across the marketing function in any business – integrating traditional and digital marketing strategies to maximize results.

**Website Conversion Funnel**

I learned about website conversion rate and usability. Also learned how to architect a “conversion funnel” that gives businesses exactly what they want: MORE customers that are MORE valuable, all while spending LESS to acquire them.

**Social Media Management**

I learned how to use different digital marketing tools to grow my social media accounts, analyze my profile and that of competitors as well and schedule content for distribution on multiple platforms

**Social Media Advertising**

I learned the basics and advanced techniques of setting up ad accounts on social media platforms as well as advertising on them.

***Completed a Cyber Security Essential Course (CyberSafe Foundation Class) 2023 Organized by CyberGirls 3.0***

 ***Certification of completion 2017-2021 Course: EC-Council Certified Secure Computer User, Web development Using Adobe Dreamweaver CC, Multimedia Design Using Adobe Photoshop CC, CompTIA Project. +***

***Digital Marketing Skill Certified as a Professional Digital Marketer***

***WORK EXPERIENCE***

***January – August 22 Data Analyst Lagos Metropolitan Area Transport Authority Lagos, Nigeria***

*I interpret and analyze various types of logistics data including the availability of a product, reliability of transport, and delivery.*

*I developed a database of logistics information using Ms. Office tools and Tracked transport flow from origin to delivery via web-based logistics systems.*

*I Utilize analytic methods and tools to understand, predict, and control logistics operations and processes.*

*Other responsibilities included: Monitoring and evaluating inventory transactions such as receiving, storage, and inventory integrity.*

***September 2019 – July 2021 Media /Technical Executive Redeemers University Chapel, Ede, Osun, Lagos, Nigeria.***

 *I Updated the use of media software such as Vmix and OBS to offer the best possible service*

*I Communicate clearly and professionally with members, simplifying complex ICT solutions for ease of understanding*

*I Performed video production, and photography, and grew their social media platforms.*

*I Imposed a new system or routine of service*

**EXTRACURRICULAR ACTIVITIES**

**2021 National Anti-Corruption Volunteer Corps**

∙ Embarked on an urban-rural sensitization in the various schools, markets, and parks in various societies, educating them on the need to abstain from immoral and corrupt practices in society, giving them, also telling them to contact adequate bodies if they see anyone committing any criminal offense.

***2016 Interlevel Scrabble Competition***

***ACADEMIC QUALIFICATION***

***2023* Digital Marketing Skill Institute |*Social Media Management and Advertising Specialist***

**2017-2021 Redeemers University |B.S.C In Industrial Chemistry**

*Published an article on the ACS Omega website, Manuscript No: ao-2022-07769a (10.1021/acsomega.2c07769) 2023 Title: Biomass- Tuned Reduced Graphene Oxide@Zn/Cu: Benign Materials for the clean-up of Selected Nonsteroidal Anti Inflammatory drugs in Water*

**INTEREST**

1. Sport: Long Distance Race

2. Learning and practicing digital marketing strategies

3. Listening to both political and business news

4. Travelling and meeting new people

5. Electronic and computing gadgets

**REFEREES**

Available on request