

# **ONASANYA OLUWAMAYOWA AYOTUNDE**

**Ikeja, Lagos, Nigeria**

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## ***Professional Summary***

I am a creative Individual who has acquired extensive knowledge in the advertising field through the study of mass communication at degree level and work experiences in advertising companies. I am also committed to producing exceptional and creative types of content, including articles, internet content, advertisements, commercials, brochures and publications. I have excellent communication skills which has enabled me to build strong relationships with colleagues and clients.

## ***Skills***

- Ability to deliver creative contents.
- Proficient in Microsoft Office tools.
- Highly organized and efficient.
- Good communication and writing skills.
- Ability to learn, adapt and adopt new ideas.
- Strong time management & planning skills.
- Sociable, team player.
- New Business Development

## ***Work History***

### ***May 2021 - Current***

#### ***SKY TECHNOLOGY AND INNOVATIONS LIMITED LAGOS, IKEJA***

##### ***DIGITAL MARKETER***

- Creating content for social media pages (Facebook, Instagram, Twitter, and LinkedIn).
- Handling of all social media posts (Facebook, Instagram, Twitter, and LinkedIn).
- Text message marketing (Lofty).
- Email Marketing (Mailchimp).
- Field Marketing.
- Writing articles for Social media post (LinkedIn)
- Writing of business proposals and presentations.
- Developing Marketing strategies to make the company grow.

### ***August 2019 - March 2020***

#### ***THE HOOK LAGOS, Nigeria***

##### ***NYSC INTERN***

- Covering of live events for brands (Instagram Live).
- Creating content for social media pages.
- Writing articles for blog posts.
- Worked with the following brands/Campaigns (Hyde energy, Meristem, Sterling bank, Fear us campaign etc.).
- Research what aspects will make products and services more appealing to customers to maximize the number of sales.

***January 2016 - January 2017***

***INSIGHT PUBLICIS LIMITED, ODUDUWA STREET GRA LAGOS, Nigeria***

***COPYWRITER.***

- Produced original, creative content for promotional advertisements and marketing materials.
- Brainstorming of ideas and concept to develop content for brands.
- Writing various copy options (slogans, body copies, jingles, audio and video scripts, hypes, memes etc.) designed to effectively reach customers in the appropriate target markets to promote products and services.
- Creating advert presentations for clients.
- Worked with the following Brands/Campaigns (Pepsi litigation party, Lagos State Access bank marathon, Krispy Kreme launch in Lagos, Star world cup, scan frost calendars, AXA mansard insurance etc.)

***August 2012 - November 2012***

***DAAR COMMUNICATIONS PLC Lagos, Nigeria***

***JUNIOR EDITOR***

- Sourcing, writing and editing of news stories.
- Overseeing news production.
- Conducting interviews on news stories.
- Worked with Correspondents in getting news information

***Education***

***July 2021 - August 2021***

Del-York Creative Academy. 3B Sapara Williams Close, Victoria Island, Lagos  
Six Week's Online Course on Digital Marketing (certificate Digital Marketing

***September 2014 - 2018***

University of Lagos. University Road, Lagos Mainland, Akoka, Yaba, Lagos  
B.sc Mass communication

***Hobbies***

Listening to Music.  
Reading Books.

***References***

Available on request.