Ajah, Lagos. NG 101241

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**ABIODUN OLUWANIFEMI BALOGUN**

| **Objective** | Highly skilled Virtual Assistant and Digital Marketer with a strong background in real estate and event management, bringing efficiency, creativity, and organization to every task. Adept at streamlining operations, managing online presence, and driving engagement through strategic digital marketing. Proficient in CRM tools, social media management, content creation, and client communication, ensuring seamless workflow and brand growth. Seeking a dynamic role where I can leverage my skills to enhance productivity, boost online visibility, and contribute to business success. |
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| **Skills** | Calendring  Lead Development  Strategic planning  Marketing analytics  Data Entry & Management  Networking and relationship building  Content and digital asset management  Time Management  Social Media Management |
| **Work History** | Social Media Manager, MOA Realtors Limited. Ajah, Lagos **April 2023 till date**. Monitored online presence of company's brand to engage with users and strengthen customer relationships. Developed marketing content such as blogs, promotional materials, and advertisements for social media. Increased customer engagement through social media. Designed and implemented social media strategies to align with business goals. Virtual Assistant, Ihomes Multiservices Limited. Ibadan **May 2021 – February 2023**. Managed 100+ property listings across platforms like NPC, Private Property, Facebook, and Instagram, ensuring accuracy and visibility. Assisted in client communication, responding to 50+ inquiries weekly, scheduling property viewings, and coordinating follow-ups. Maintained and updated CRM systems, keeping track of 200+ client interactions for smooth workflow. Created and managed digital content, boosting social media engagement and increasing lead generation. Handled administrative support, document organization, and email correspondence to keep operations running seamlessly. Marketing Officer, Bank Of Industry. Lagos State **July 2019 – January 2021**. Incorporated product changes into marketing messages to drive customer engagement and maximize profits. Coordinated with internal business divisions, agency partners and local vendors to guarantee on time, cost-effective delivery of all marketing communications materials. Directed product development using in-depth knowledge of vendor landscape and industry insight. Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs. Personal Assistant, Act now mfb. Lagos State **August 2018 – January 2019**. Responded to emails and other correspondence to facilitate communication and enhance business processes. Provided multifaceted services to career professionals by running errands, managing mail, scheduling appointments, and arranging transportation. Displayed absolute discretion at handling confidential information. Maintained appropriate filing of personal and professional documentation. |
| Education | Kwara State Polytechnic | Kwara StatePublic AdministrationNational Diploma - Aug. 2015Starlight College | Lagos, Nigeria Apr 2010  S.S.C.E |
| References | alhAji Musodiq balogun 08030875916 MR Oladipo alabi 08069380088 |