Ajah, Lagos. NG 101241

08160352105

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**ABIODUN OLUWANIFEMI BALOGUN**

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| **Objective** | Knowledgeable Social Media Manager experienced in executing social media strategies across social platforms. Demonstrated time management and collaboration skills. Flexes easily with new information and branding changes to consistently exceed targets for engagement, acquisition and retention. Go-getter candidate eager to utilize analytical and research skills. Adapt at event planning, media relations and social media management. Excellent communication skills with comprehensive understanding of communications industry. |
| **Skills** | BrandingLead DevelopmentStrategic planningMarketing analyticsOnline presence monitoringNetworking and relationship buildingContent and digital asset managementSearch engine optimization expertiseSocial 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.Social Media Manager, Ihomes Multiservices Limited. Ibadan**May 2021 – February 2023**. Managed marketing campaigns to cultivate brand awareness and drive website traffic. Conducted research to determine current benchmark trends and audience preferences. Monitored and optimized advertising campaigns using Google, Instagram and Facebook. Analyzed competitor pages to locate backlink and keyword opportunities. Increased customer engagement through social media.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, NigeriaApr 2010S.S.C.E |
| References | alhAji Musodiq balogun08030875916MR Oladipo alabi08069380088 |