

Raheem Lawal

CONTACT

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PORTFOLIO

<https://www.behance.net/seyilawal2>

SKILLS

- **Computer skill** : EXCEL, SPSS, STATA, Microsoft Office, HTML, CSS, JAVASCRIPT, R programming language, Python, Power BI, SQL.
- **Design skill**: Adobe Suite, Corel Draw, InDesign, Canvas, Figma, PicsArt
- **Social Media Management skills**: Crowdfire, Business suite, Buffer, Hootsuite.
- **Digital Marketing skills**: Google Ads, Facebook Ads, Instagram Ads; Email Marketing: Sendinblue
- **SEO**; Seo Rush, Surfer seo, Mozbar, Ubersuggest.
- Web Scraping
- Data Visualization
- Time management
- Creativity
- Communication
- Problem solving
- Decision making

Professional Summary

Friendly, dependable, lively, and highly motivated with a passion for initiative. structured and neat, but also quite adaptable. Whenever life gives me the chance to work in a team, I typically step up and take the initiative. They can feel your presence and energy for real. exceptionally strong interpersonal abilities, and always gets along with others.

Work Experience

07/2022 - 10/2023

Ayhomes Investment Limited, Lagos

Graphic Designer,

- Create brochures, flyers, banners and other media related marketing tools.
- Assist with idea and production design for email and social media campaigns.
- Help with project scheduling, printing, and interoffice communication.
- Keep up with and pick up new technologies to improve material production.
- Interact and work effectively and politely with coworkers, clients, and vendors.
- Perform other duties as assigned.
- Communicate the status of projects to all parties involved, including the Creative Director, in a timely manner.

11/2021 - 6/2022

Instant Web Connect, Lagos

Social Media Manager & Graphic Designer,

- Perform research on current benchmark trends and audience preferences.
- Design and implement social media strategy to align with business goals.
- Set specific objectives and report on ROI.
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news).
- Collaborate with other teams, like marketing, sales and customer service to ensure brand consistency.
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews.
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout).
- Suggest and implement new features to develop brand awareness, like promotions and competitions.

• Multitasking

• Leadership

- Stay up-to-date with current technologies and trends in social media, design tools and applications.

03/2020 - 02/2021

Opeoluwa Comprehensive High School, Ondo

Class Teacher,

- Develop and issue educational content including notes, tests, and assignments.
- Supervise classes to ensure all students are learning in a safe and productive environment.
- Organize supplies and resources for classes.
- Deliver personalized instruction to each student by encouraging interactive learning.
- Plan and implement educational activities and events.
- Ensure your classroom is clean and orderly.
- Prepare and distribute periodic progress reports and semester report cards.
- Attend parent-teacher meetings.
- Evaluate and document students' progress.
- Allocate and grade homework, assignments, and tests.

03/2019 - Present

Freelancer, Remote

Graphic designer,

Making and designing brands and visual contents for individuals and businesses with the intention of raising awareness and advertising.

Education

11/2015 - 01/2020

Federal University, Oye Ekiti, Nigeria

BSc, Demography & Social Statistics.

10/2021 - 01/2022

Max Business School.

Masters Course in Digital Marketing and Business.

Languages

English

— Native Language; Distinguished levels in listening, speaking, reading and writing

Personal Development (Courses & Certifications)

Courses/Training

- **Graphic Design**, Wootlab Innovations Limited, September, 2022
- **Adobe InDesign CS6**, Alison E-learning, August, 2022
- **Product Design**, I4GxZURI, May - August, 2022
- IDEM181- Data Visualization Art/Skills Cocktail, Max Planck Institute for Demographic Research Rostock, Germany, June, 2021. Data visualization including spatial analysis using R programming language.
- Introduction to Web Development, GBODO ICT Training centre, Lagos, Nigeria, (April -September, 2021). Training on web development using HTML, CSS and JAVASCRIPT.
- Introduction to Programming (Micro degree), Ustacky, July, 2021. Courses: ▫ Introduction to Programming, ▫ HTML, ▫ Python Fundamentals, ▫ Web scraping with Python.
- Introduction to Data Analytics using Power BI, Alison E-learning, August, 2021
- Tour Guide Training Program, Red Clay Advisory September - October 2021

CERTIFICATIONS

- Alison E-learning: Adobe InDesign CS6, August 2022
- Max Planck Institute for Demographic Research: Topics in Digital and Computational Demography, November, 2022
- Coursera E-learning: Jobber man Accelerated Soft skill Course, January, 2021
- Mohammed Bin Rashid University of Medicine and Health Sciences (MBRU):Community Immunity Ambassador January, 2021
- Max Planck Institute for Demographic Research: Data Visualization Art/Skills Cocktail, June, 2021
- Alison E-learning: Introduction to Data Analytics using Microsoft Power BI, August 2021
- Ustacky E-learning: Introduction to Programming Micro degree, November 2021
- The Demographic and Health Survey (DHS) Program: DHS Datasets User Online Course, November 2021
- Google Analytics for Beginners, December 2021
- Google Ads Display Certification January 2022
- Google Ads Search, Certification January 2022

- Max Business School: Masters Course in Digital Marketing and Business. January 2022

- Sololearn E-learning: HTML, CSS, JavaScript, SQL, Responsive Web Design