

JACOB BABA TSADO

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PROFESSIONAL SUMMARY

Knowledgeable Operations and Social Media Manager experienced in executing social media strategies across social platforms fully integrated into specific business goals, brand management, content marketing, lead generation and conversion, and digital analytics. Demonstrated skills in community-building strategy, community management, social media marketing and advertising, content marketing – creating, publishing, and distributing content for targeted audiences, business communication, and online reputation management. Proactive and hardworking individual talented in program integration, strategic planning, and social marketing evaluation.

SKILLS

- Social Media
- Product Promotions
- Digital Marketing
- Brand Awareness
- Customer Relation
- Administrative Duties
- Strategic Planning
- Detail Oriented
- Networking and Relationship building
- Policies and Process Implementation
- Content and Digital Asset Management

WORK HISTORY

Operations and Social Media Manager, December 2022 - Present

Six Sport

- Support team members by sharing tools, templates, trackers, and databases for effective team collaboration and knowledge sharing, offering additional training as required.
- Serve as a key corporate representative, liaising with various stakeholders in support of operational excellence.
- Reduce costs and improve operations by analyzing processes and customer feedback.
- Generate organic and paid social marketing campaigns on leading platforms.
- Capitalized on brand management and engagement opportunities via monitoring of social networks, tools, and posting of trending sports stories
- Research Industry related topics
- Drive continuous content improvement, cultivating cross-functional relationships with marketing teams to obtain relevant input.

Social Media Manager, March 2021 – October 2022

Fore Media

- Drove continuous content improvement, cultivating cross-functional relationships with marketing teams to obtain relevant input.

- Adapted social media plan based on market research and customer data.
- Developed and implemented overarching social media strategies, informing decision-making on future campaigns.
- Produced photo and video content with excellent editing skills.
- Maintained brand values, verifying consistent copy and visual tone in line with brand guidelines.

Operations Manager, September 2018 – December 2020

SirJakez Clothing

- Monitored and reviewed operational performance, aiding improved business strategy to maximize productivity.
- Developed, recommended, and implemented strategies to improve employee work quality and speed.
- Worked constructively with the sales team generating new business opportunities and supporting company growth.
- Implemented corrective actions after collecting and analyzing customer and employee feedback.

Accountant, March 2017 – July 2018

Mafils Farm

- Accurately documented all cash, credit, fixed assets, accrued expenses, and line of credit transactions.
- Analyzed monthly reporting to reconcile production operations and the general ledger.
- Collected and collated information and data to prepare annual budgets and forecast projections.

VOLUNTEER EXPERIENCE

Campaign Member, 2015

Federal Road Safety Commission

- Public awareness of road safety laws
- Educate drivers and pedestrians about the importance of road rules, discipline, and mutual respect
- The usefulness of helmet and seatbelt.

SMILE-ON Helping Hands - Youth Mentoring Organization, Dec 2021 – Mar 2022

- Worked as a volunteer youth mentor to empower and support children.
- Donated educational and personal hygiene materials to schools around Ibadan, Oyo State

Manager, Dec 2022 – Present

Eminent Services Consults (Volunteer Plug) – Social Media

- Daily Posting of Volunteering Opportunities
- Content creation (Graphics and Video Content)

Communications Volunteer Jan 2023 – Present

The Sustainable Development Solutions Network - Youth Initiative

- To understand sustainable development

- To understand the challenges of their communities
- To understand pathways of how to make change
- Support youth in the creation and scaling of innovative solutions for the SDGs.
- Educate youth about the SDGs and create pathways for achieving them.

Volunteer, Feb 2023 – Present

Ecobarter (Go Green Campaign)

- Sensitization of communities on sustainable waste management practices.
- Formation of waste guards to run follow-ups in sensitized communities.
- Routine drainage clean up
- Enrollment of community members on the Ecobarter recycling platform.
- Collection of recyclables during sensitization rallies.

EDUCATION

Bachelor of Science: Economics (2014)

Bingham University, Nasarawa State, Nigeria

CERTIFICATIONS/ TRAININGS

Google Analytical Academy (Getting Started With Google Analytics 360)	2019
Google Analytical Academy (Google Tag Manager Fundamentals)	2019
Google Digital Skills for Africa (Google Analytics for Power Users)	2018
Google Analytical Academy (Introduction to Data Studio)	2019
Great Learning Certificate (Social Media Marketing)	2022
Great Learning Academy (Content Marketing)	2022
Great Learning Certificate (Digital Marketing Strategies)	2022
Great Learning Certificate (SEO Strategies)	2022
Great Learning Certificate (Communication Management)	2022
Great Learning Certificate (Social Media Management)	2022
Global Marketing and Communication Internship Certificate	2023

ACHIEVEMENT AND AWARDS

Recognition Award — Global Marketing and Communication, Zummit Africa For performance above and beyond excellence, exceeding the expectations for Organization-wide initiatives.

Junior Associate - GMC I participated in social media marketing for Zummit Africa. I participated in creating marketing plans and strategies. I also participated in building social media communities. A confident individual and amazing team player

REFERENCES

Available on Request