**AISHA BISHI**

**Address: Abule-Ijesha, Yaba, Lagos.**

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**CAREER SUMMARY**

A creative writer, customer success officer and social media manager with a history of conceptualising and reporting on diverse stories. Skilled in writing, editing and designing pieces for online platforms including managing brand’s social media platforms in an exquisite, creative and impressive manner, able to able to work independently and meet up with tight deadlines. Proficient at cultivating and retaining key client relationships. Looking forward to making a significant contribution and leaving unforgettable footprints to an institution or a company that offers a genuine opportunity for progression.

**PERSONAL DATA**

**Gender:** Female **Nationality:** Nigerian

**State of Origin:** Lagos **Date of Birth:** 24th February 1997

 **EDUCATIONAL BACKGROUND**

**University of Lagos, Akoka 2021 – Date**

MBA Master’s in Business Administration (In view)

**Federal University of Agriculture, Abeokuta, Ogun State 2014 – 2019**

B.Sc. Hospitality & Tourism Second Class Hons. (Upper Division)

**Lagos State Model College, Meiran 2006 – 2012**

Senior School Certificate Examination

**WORK EXPERIENCE**

**Inventrium**

*Digital Marketing specialist* (Remote) Sepember - Date

* Engaged different brands in social media marketing and content creation
* Applied the use of social media tools like Canva in creating engaging content on Instagram and LinkedIn
* Worked with an influencer manager to develop content marketing and social media strategies
* Managed and created several website contents for various brands using ManageWp
* Utilized Slack and Trello for effective communication and in organizing ideas and strategies.
* Developed marketing campaigns visuals for brand awareness to other business

**PartfindA**

*Junior consultant* (Remote)July- October

* Facilitated and attended client meetings
* Utilized strong communication in presenting opportunities for improved processes
* Conducted necessary research to establish ideal solutions for client’s business
* Offered strategic and practical solutions to client problems
* Presented findings to the client in a concise and clear manner
* Worked in a high-paced environment and managed multiple projects
* Created marketing strategies and business plan for companies.
* Utilized digital marketing knowledge for consultation
* Worked with team members in organizing educative webinar program

**Iyalojadirect**

*Social Media Manager / Content creator* August 2022 – May 2023

* Executed strategies such as; leveraging on social media, engaging with influencers, utilizing content creation tools, creating a call to action and creating buyer’s personas to acquire new customers and retain existing ones
* Created content for- and managed social media pages
* Engaged with identified social communities and influencers
* Engaged with and responded to customers enquiries across platforms
* Utilized content creation tools such as Hootsuite, Canva, P-interest, Inshot, Hashtags, Grammarly, Typeform, and Google Trends in content creation
* Designed engaging and informative image contents with Canva that resonates with the brand’s audience
* Made research on healthy food lifestyle and interesting food contents ideas for content creation
* Worked with the team in designing and implementing social media strategies
* Designed a detailed weekly content calendar
* Filled out weekly growth and engagement reports

**DigiGirls 2.0 (INTERNSHIP/ TRAINING)**

*Social Media Manager* May 2022 – August 2022

* Learned how to identify cyber threats and stay safe from cyber criminals
* Learned how to protect a computer and its personal information
* Optimized the use of social media platforms such as Facebook, Instagram and Whatsapp
* Learned and practiced email marketing including planning email marketing content
* Learned how to set up Facebook and Twitter ads
* Learned the art of copy writing and its application to brand’s content writing

**Side Hustle (INTERNSHIP)**

*Digital Marketing Intern* April 2022 – May 2022

* Led the team members in developing content marketing strategy for a fashion and style brand
* Created a one month content calendar with team members
* Created contents that resonates with the brand’s voice and personality and aims to promote online visibility and sales
* Designed image and meme contents using Canva app
* Learned how to use digital marketing tools like Google analytics
* Ran a market research on the buyer personas and target audience of a fashion brand

**Ayeesh Essentials**

Content Creator/ Social Media manager December 2020 – April 2022

* Identified online market trends relating to beauty/health and harnessed it to acquire new customers
* Designed info graphics and image contents that resonates with the brand’s color and personality
* Engaged with customers on all social media platforms and answered queries
* Created engaging and informative content for traffic building and engagement
* Engaged with brand’s customers, influencers and business partners
* Used AIDA rule in content writing, caption writing, and copy writing
* Utilized story writing to create compelling and engaging beauty and health contents
* Utilized Canva app in creating attractive, creative and engaging contents that resonates with the brand’s audience

**Orientation Broadcasting Service (VOLUNTEER)**

Reporter June 2019 – July 2019

* Collected, verified and analyzed newsworthy information
* Assembled findings into a stable story
* Delivered stories with the reader’s perspective in mind
* Team worked with other reporters, chief editors and producers
* Completed assignments before deadlines
* Stayed up-to-date with the latest events in and outside the camp

**Jasphiny Travels and Tours**

Sales Representative & Digital Marketer April 2019 – June 2019

* Evaluated customer needs and converted those needs into sales
* Booked both local and international flights for customers using *Sabre*
* Increased customer engagement on social media platforms
* Monitored incoming and outgoing communications
* Managed all social media marketing platforms from home office

**Her Campus, Nigeria (VOLUNTEER)**

 Creative Writer February 2016 – August 2018

* Produced well-researched contents about women for publication on Her Campus
* Interviewed female campus celebrities to be featured on Her Campus website
* Edited and reviewed write-ups in response to feedback
* Submitted materials for publication in the required and expected format
* Made research of happenings and trends on campus in order to produce up-to-date write-ups
* Worked with tight deadlines

**CERTIFICATION, PORTFOLIO & VOLUNTEERING ACTIVITIES**

Member of HER campus Nigeria; An international online platform for female writers Portfolio Link: <https://www.hercampus.com/author/bishi-aisha-adedolapo/>

Digital Marketing Strategy:

Link:<https://docs.google.com/file/d/1BJB0V4tzDENZiPkGfr8fgYVsA388mZ0G/edit?usp=docslist_api&filetype=mspresentation>

Content Marketing Strategy

Link:<https://docs.google.com/file/d/1BJB0V4tzDENZiPkGfr8fgYVsA388mZ0G/edit?usp=docslist_api&filetype=mspresentation>

SEO writing

Link : <https://docs.google.com/document/d/1z2SIuNYKCkI5omtD-wvkFHOAZOp0U_IPMaYWkpo7Yzk/edit>

Author of Behind the Black Mask published on Okada Books

(Link: <https://okadabooks.com/user/Bishiaisha> )

Volunteer reporter at NYSC Orientation Broadcasting Service.

Google Digital Skills (Digital Marketing and SEO)

Side hustle (Digital Marketing and Content Creation)

DigiGirls (Social Media Management)

**SKILLS AND COMPETENCIES**

**C**

Computer Proficiency (MS Office, Power Point) Content Creation

Excellent Communication Digital Marketing

Active Listening Story Writing

Critical thinking Research

Editing Remote Teamwork

Canva Creative writing

SEO writing Google analytics

B2B Marketing Content Management System