



## PROFILE INFO

Innovative, creative and hardworker. Specialized in Digital Marketing, Social Media Management and Digital Ad Optimization. Versatility in creating trendy and engaging content for numerous brands in a variety of industries. An ambitious and resilient worker with passion for the job and achieving milestones working in an organization.

# IRENE AKINROPO

DIGITAL MARKETING EXPERT & STRATEGIST



### Phone

+234 805 501 5276



### Email

[ireneakinropo@gmail.com](mailto:ireneakinropo@gmail.com)



### Address

Isolo, Lagos

## MY SKILLS

### PERSONAL SKILLS

- Problem solving
- Brain storming
- Multitasking
- Team collaboration & management
- Intuitiveness

### PROFESSIONAL SKILLS

- Design Thinking
- Ad Analytics
- Video Editing
- Canva Design Specialist
- SEO
- Marketing
- Content creation
- Copywriting & content writing
- Branding Design
- Social Media Management

## WORK EXPERIENCE

MARCH 2022

### SOCIAL MEDIA MANAGER OXFORD RESEARCH INSTITUTE (U.K)

Key Responsibility: Created content, research, managed all socials and digital promotions.

- Grew account audience up to **30%** in **one month**.
- Engaged international audience like **UNWomen, UN, WHO, UNDP** in viral tweets.

APRIL 2022 -  
JULY 2022

### DIGITAL MARKETING MANAGER TONIC PRODUCTIONS LIMITED

Key Responsibility: Created content, research, managed all socials and digital promotions.

- Grew account audience up to **150%** in **6 weeks**.
- Created **brand guide** from scratch.
- Repackaged company's services and developed its client offers.
- Trained existing employees on content development and digital promotions
- Ran successful campaigns with **75%** of engagement from new audience.

AUGUST 2021 -  
NOV 2021

### CONTENT & COPY WRITER FISC DIGITAL & GROUP

- Created content for company & its clients' socials.
- Completed training in **Design Thinking**
- Collaborated with department head to develop content strategies.



# IRENE AKINROPO

DIGITAL MARKETING EXPERT & STRATEGIST

## LANGUAGE SKILLS (ORAL & WRITTEN)

English	99%
Yoruba	80%
Igbo	55%

## PORTFOLIO

<http://bitly.ws/tkhf>

## REFERENCE

**PASTOR TAIWO BOLODEOKU**

AMSL PETROLEUM MARKETING  
+234 803 429 9756

**MR EZE EMMANUEL**

BRAND AND COMMUNICATIONS  
EXPERT  
+234 806 089 5124

## WORK EXPERIENCE

SEPT 2021 -  
MARCH 2022

**SHOTMOL DIGITAL AGENCY**  
**DIGITAL MARKETING EXECUTIVE &  
SOCIAL MEDIA MANAGER**

Key Responsibility: Created content, research, managed all socials and digital promotions for company and its clients.

- Increased social audience up to **30%**.
- Ran successful ad promotions and engaged **micro influencers** for campaigns.
- Ensured efficient & timely delivery of projects from the team.

MARCH 2021 -  
JUNE 2021

**QLICK DIGITAL AGENCY**  
**DIGITAL STRATEGIST & SOCIAL  
MEDIA MANAGER**

- Completed training on Digital Strategy.
- Ran successful ad promotions and engaged **micro influencers** for campaigns.
- Developed strategies and managed clients' social spaces.

## EDUCATION

JAN 2013 -  
JUNE 2018

**BACHELOR OF SCIENCES**  
**UNIVERSITY OF LAGOS, NIGERIA**

- Graduate of Biochemistry.

## CERTIFICATION

**ALEPH  
GROUP INC.**

Digital marketing & Ads  
Introduction to Twitter(X)

**TWITTER**

Twitter (X) Ads manager  
Performance fundamentals  
Reporting Campaigns

**CYBERSAFE  
LEARNING**

Digital Marketing Master

## OTHER ACTIVITIES

Volunteer and cofounding member of N.G.O- Dez & Friends, a cause for alleviating poverty and providing basic medical care.