

Adeosun Yewande

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Professional Summary

Proficient in developing comprehensive social media strategies aligned with business objectives. Skilled in creating compelling and shareable content across diverse platforms. Expertise in using standard video and picture editing software like CANVA and CapCut. Demonstrated ability to build and maintain a strong online community through effective engagement strategies. Experience in maintaining brand consistency and ensuring brand voice. Updated on industry trends and incorporate innovative approaches into social media strategies.

Skills

Visual Content Creation	Efficient and Detail-Oriented
Brand and Community Management	User Generated Content
Audience Engagement	Creative Problem Solving
Strategic Planning	Time Management
Communication Skills	Computer Proficiency
Strategy Adaptation	Customer Relationship Management

Education

B.A, Anthropology

University of Ibadan, Oyo State

Work History

Social Media Manager, August 2023

Aduke Wallframes, Lagos State

- Oversaw the design and implementation of 70+ social media posts using CANVA and CapCut, the increasing user engagement
- Handled Strategic planning, content strategy and execution of posts across Instagram and Facebook.
- Converted qualitative user feedback on social media channels to actionable recommendations to create content that are relevant to customers
- Created and scheduled all social media posts across platforms using spreadsheet applications

Social Media Manager, November 2022 - July 2023

Tide Clothing Store, Oyo State

- Spearheaded social media strategy across Twitter, Instagram and Facebook resulting in 36% more engagement
- Crafted compelling content using Photoshop and CANVA resulting in 8K likes comments and shares
- Managed content and generated 350+ new blog post ideas and amplified them on social media platforms
- Optimized Content across social media channels, altering content calendar based on unique algorithm preferences.

Interests

Reading and Research

Content Creation

Music and Movies

Personal Development

Business and Entrepreneurship

Fashion

Referee

Adewale Yusuf

Owner/Wale Cleaning Services

09154756030

Ochulo Kelechi

Brand Consultant

08163257517
