

# Sobogun Mariam M

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Portfolio: [bit.ly/-2023portfolio](https://bit.ly/-2023portfolio)

## Objective:

A highly imaginative and versatile writer with a passion for producing engaging and impactful content. Experienced social media manager focused on orchestrating successful campaigns to drive substantial growth and cultivate thriving online communities.

## Work Experience:

### Social Media Manager, Mortodoo, California

Nov 2022 - July 2023

- Created a weekly content strategy that increased engagement for individual and business audiences.
- Produced visual content using tools such as Canva, Capcut, and Inshot for social media posts.
- Fostering online community growth through active engagement and interactions.
- Collaborated with the team to develop innovative strategies that drove brand growth.

### Social Media Manager, BA Digital, Lagos

May 2021 - Dec 2022

- Oversaw and managed small businesses social media presence.
- Developed innovative strategies that boosted sales and grew social media pages.
- Incorporated niche-relevant trends for inclusive and enjoyable social media content.
- Created and scheduled visual content using content creation tools and post-scheduling applications.
- Managed email newsletters for marketing campaigns.

### Remote Content Writer, NOLT FINANCE, Lagos

April 2021 - June 2021

- Created blog posts to educate audiences about loans and investments.
- Collaborated with the team to market brand packages.

## **Volunteer Content Writer, Brain Builders Youth Initiative, Kwara**

May 2020 - March 2021

- Produced content for press releases, national and international events, and educational outreach to support organizational objectives.
- Partnered with the team to plan and execute events that fostered youth development and promoted inclusivity.

## **Content Writer, Hijjabr Suites, Lagos**

Nov 2018 - Aug 2019

- Produced content for the company's website, including the About Us page, sales adverts, and blog posts to enhance brand engagement and increase sales.

## **Education:**

- B.Sc. Physiology, University of Ilorin, Ilorin, September 2018
- NCE, Federal College of Education (Technical), Akoka, Lagos, October 2014

## **Skills:**

- Written communication skills
- Content creation
- Editing and proofreading
- Team player
- Creativity
- SEO and keyword research

## **Achievements & Awards:**

- Measure and Optimize Social Media Marketing Campaigns (Coursera), September, 2023
- Meta Digital Marketing Associate, July 2023
- Meta Social Media Marketing Capstone (Coursera), July 2023
- Advertising with Meta (Coursera), June 2023
- Fundamentals of Social Media Advertising (Coursera), April 2023
- Social Media Management (Coursera), February 2023
- Introduction to Social Media Marketing (Coursera), October 2022
- Copywriting Course with F-Cube Academy, 2021
- Digital Marketing with SuperNova Media
- Jobberman Soft Skills Training, 2020
- Introduction to Digital Advertising Landscape, University of Colorado (Coursera), 2020

## **Languages:**

English & Yoruba