*CURRICULUM VITAE*

**ADEDIRAN SAMUEL.O.**

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**PERSONAL PROFILE:**

Date of Birth: 28th August, 1999

Nationality: Nigeria

State of Origin: Oyo

LGA: Lagelu

Sex: Male

Marital status: Single

Religion: Christian

Language spoken: English

**EDUCATIONAL BACKGROUND**

* Model primary school, Kubwa, Abuja 2010
* Government secondary school Bwari, Abuja 2016
* Landmark university | Bachelors of Engineering (B.Eng.)

Agricultural & Bio-Systems Engineering | Second Class Upper Division.

2016 – 2021.

* Clemads Global Consulting Ltd 2023

**SUMMARY**

Seasoned Professional in Social Media Management, E-commerce Web Development, and Creative Branding**.**

An accomplished professional with a proven track record in orchestrating impactful social media campaigns, crafting seamless e-commerce solutions, and sculpting captivating brand identities through innovative logo designs.

**Social Media Management:**

Strategically adept in devising and executing social media strategies that elevate brand visibility and engagement.

Proficient in content curation, campaign management, and leveraging analytics to drive measurable results.

Skilled in fostering community engagement and narrative-building across diverse social media platforms.

**E-commerce Web Development:**

Expertise in developing dynamic, user-centric e-commerce websites that prioritize intuitive navigation and optimal user experience.

Proficient in leveraging various frameworks (e.g., Shopify, WooCommerce) to create visually appealing online storefronts.

Focus on enhancing conversion rates and implementing secure payment gateways for seamless transactions.

**Creative Brand Logo Design**

Innovative thinker with a keen eye for transforming brand identities into impactful and memorable logos.

Proficient in Adobe Creative Suite and other design tools to conceptualize and execute unique branding elements.

Collaborative approach in understanding client visions and delivering designs that resonate with target audiences.

**Core Skills**

* Social Media Strategy
* E-commerce Web Development
* Brand Identity Design
* Content Creation
* User Experience Optimization
* Brand Development

**PROFESSIONAL CERTIFICATIONS**

Project Management | Oil & Gas | Disaster & Environmental Management

**PROFESSIONAL EXPERIENCE**

* City Global Technologies 2016 - 2017
* Providence Legal Aid Initiative 2017 – 2018
* Jolydee Nig. Ltd 2017 - 2018
* Boris Clinics, Kubwa, Abuja 2018 - 2019
* Mediatrix Integrated Farms 2019 – 2020
* Efab Properties Limited 2021 - 2022
* Auto Computer Nigeria Limited 2022 - 2023

**PROJECTS ON SOCIAL MEDIA MANAGEMENT**

* Managed and maintained all social media accounts including Facebook, twitter and Instagram
* Developed and executed social media strategies resulting in 75% increase in follower’s growth and 80% boost in social media engagement.
* Created and curated engaging content, including text, images and videos to promote brand awareness
* Monitored trends and competitors to identify opportunities and adapt the content strategy accordingly
* Conducted regular analytics and reports to measure the success of social media campaigns and data driven improvements
* Assisted in developing and implementing social media campaigns and hashtag campaigns
* Responded to comments, messages and mentions promptly to maintain positive customer interactions.

**ENGINEERING PROJECTS.**

* Performance evaluation and optimization of a cocopeat production machine
* Determining the cause of high mortality of fries at an integrated farm
* Development of an NFT system for hydroponics
* Participatory in construction of smoking kiln for fish processing
* Supervising building construction projects
* Full Diagnosis of Camry, Corolla & Mercedes vehicles
* Servicing and maintenance of Camry &Corolla vehicles

**LEADEARSHIPS**

* Head of voluntary student representatives at Providence Legal Aid Initiative (PLAI)
* Student coordinator for WE-Inspire Initiative
* Managed and supervised a team of students to carry out tutorial classes.
* Creative writer at Lustre Media Conglomerate
* Student representative for Agricultural & Bio-systems Engineering department

(Landmark University)

* Student coach for Agricultural & Bio-systems Sports Team (Landmark University)

**Soft Skills |** Web Development (e-commerce) | Social media management | Content Creation | Analytics & Reporting | Brand Promoting | Social Media Advertising | Trend Advertising | Customer Service | Graphics (Brand Logos) | Leadership | Problem Solving | Creativity Skills | Adaptability | Good Communication | Teamwork | Time Management | Physically Fit | Inter-personal Skills | Management | Development | Quality Control | Ability to Focus.

**Interests** | Skill Learning | Maintenance **|** Sports | Music | Travel |Supervision | Physical exercise