

Aliu Lateefat Zelan

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Summary

- Information technology professional with 3 years experience in content creation, technical writing and product design/experience
 - Well versed with content creation and graphic design tools such as adobe photoshop, adobe illustrator, Corel draw, Canva, Grammarly, Google docs, Trello, Unsplash, Microsoft suite & SEO tools such as Google search console.
 - Previous experience in Graphics Design.
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Experience

PACT, Lagos - *Product experience/Content Strategist*

JULY 2021-present

- Responsible for monitoring of customer experience during the use of products
- Collating of customer data to analyze activities and preferences of the customers
- Collecting of feedback from consumers about experience during the use of products
- Analyzing feedback data to better product experience and improve product ratings
- Creating of social media contents with trendy and eye-catching elements and content
- Monitoring of customer success operations
- Keeping customers up to date with email newsletters of new products and changes in previous products

GREYWOLF EMPIRE - *Graphics designer & Content Creation*

JUNE 2020 - DECEMBER 2020

- Conducted research on competitors and market trends to create engaging content
- Prepared illustrations and rough sketches of social media posts for the company social media platforms
- Designed graphics and layouts for product illustrations, company logos and websites

Education

University of Ilorin, Kwara State - *Information & Communication Science*

December 2017 - December 2022

Data & Algorithms, Human Computer Interaction, Software Analysis & Development, Information Laws & Acts, Networking and Telecommunications

Projects

TechReach - *Outreach Program, Ilorin Kwara State*

2019 - Present

Volunteering, reaching out to remote communities and educating the communities about technology and giving practical lessons with technological devices

Skills

- Technical Writing
 - Article Writing & Proofreading
 - Graphic Illustrations and Design
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Languages

- English