



FOPEFOLUWA BOLUWATIFE

Aspiring Marketing and Communications Specialist

Experience: 2 years | **Available:** Immediately | **Location:** Lagos

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ABOUT ME



I am a budding communicator and 300 level student of the University of Lagos, with a passion for excellence and a drive to attain the best in my career as a digital communications and marketing specialist.

WORK EXPERIENCE



Wildflower PR and Communications

Volunteer, internship | Creative Writer/Social media Intern

Lagos, Nigeria

2022-09-01 | 2022-11-01

- Wrote SEO content(majorly articles) for websites and also managed the Wordpress account.
- Curated Social media Content Calendar for social media accounts and managed some social media accounts.
- Worked on monthly newsletters with other team members.
- Also made content strategies for brands.
- Wrote scripts/copies for different tv shows and advert videos.
- Designed landing page for mails and also handled email campaigns

Children Empowerment Funds

Volunteer, internship | Social Media Manager

Lagos, Nigeria

2021-08-01 | Currently working here

Performing research on current benchmark trends and audience preferences. Creation and implementation of social media strategy to align with goals. Generating, editing, publishing and sharing engaging content daily(e.g original news, photos and videos). Overseeing of social media accounts' designs. Setting objectives and reporting on posts made. Communicating with followers and responding promptly to queries.

Google My Business

Volunteer, internship | Digital marketing

Lagos , Nigeria

2021-04-01 | 2021-06-01

Register local businesses on Google my business. Basically, source for local businesses, get them registered and also put them through how to run their businesses on the account. I also help with search engine optimization. Times when there are technical issues as regards their account, my job was also to help them through it. I successfully registered 305 businesses on Google while working there.

EDUCATION

University of Lagos

Degree | B.Sc

Undergraduate studying Mass Communication at the University of Lagos

Solomon Grace Secondary school

High School (S.S.C.E) | SSCE

JOB SKILLS

Writing and content creation

Strategizing

LANGUAGE SKILLS

Yoruba

English

ASSOCIATIONS

Children Empowerment Funds: Volunteer

The Soulmeal: Content developer

CERTIFICATES & AWARDS

Jobberman Soft skills accelerated program: Certificate | 2021

Fundamentals of Digital Marketing: Certificate | 2022

Digital Marketing Certification course: Certificate | 2022

Content Marketing: Certificate | 2022



LinkedIn profile: <http://linkedin.com/in/fopefoluwa-boluwatife-a87404179>