

Mafor Wisdom

mafordwisdom@gmail.com | 08160378430 | DoB: 01/08/1997

A Data Driven Digital Marketer with strong backgrounds in Economics and Accounting.

PROFESSIONAL EXPERIENCE

Sunsteel Industrial Limited (Agbara, Ogun State)
Internal Control Officer

08/22 - 02/23

- I was involved in a team charged with the responsibility of monitoring and supervising the project work concerning the LAGOS LIGHT RAIL PROJECT.
- I was tasked with the responsibility of verifying items at the site (LAGOS LIGHT RAIL PROJECT) i.e take into account what has been installed and reconcile it with what was supplied.
- I was required to assist in the preparation of the necessary documents required before the finish products could leave for the site.
- Took the responsibility of verifying items (raw materials) purchased by the factory, manufactured in factory and items (finished products) leaving (sales) the factory.
- Took a supervisory role on a day-to-day basis in a fast paced working environment.
- Review of CCTV footage to check for any unusual occurrence and also making sure resources in the factory are effectively utilised (minimal wastage).

Alarco Limited
Accountant

- I was responsible for recording and reporting the cash flows both in and out of the company.
- Making payments to vendors for supplies purchased or any other expenses incurred by the business.
- Drafting out the account receivables and account payable.
- As well as ensuring employees are paid timely while making provisions for taxes and pensions.
-

EDUCATION

University Of Lagos
Bsc Economics - Second Class Honours (Upper Division)

12/16 - 12/21

CERTIFICATIONS

- Fundamentals of Digital Marketing.
- Digital Ad Expert.

KEY SKILLS

- Digital Marketing.
- Email Marketing.
- SEO
- SEM
- Campaign Optimisation.
- Campaign Strategies.
- Conducting Target Audience Research (Buyer Persona).
- Google Analytics.
- Social Media Marketing.
- Google Ads.
- Identifying Key performance Indicators.
- Optimizing Campaigns.
- Marketing Analytics.
- Budget optimisation.
- Budget Analysis.
- Programmatic Media Buying.
- Time Management: Prioritizing the most sensitive tasks according to business requirements.
- Communication and Organisation Skills.
- Strong ability to work independently.
- Ms office
- Asset management.
- Inventory control Management.
- Knowledge of Financial system.
- Data Analysis.