



Esther Ololade Adebeshin

SOCIAL MEDIA SPECIALIST & CONTENT CREATOR

Experienced Social Media Specialist with a Talent for Content Creation

Highly skilled in content creation, strategic planning, and content marketing, with a solid track record of 3 years in social media marketing and management. Widely recognized on TikTok for producing creative and captivating content that resonates with a large audience. A creative problem solver with a strong passion for innovation and a profound understanding of content principles.

I am actively seeking a challenging role in a dynamic company that values creativity and encourages innovation. My goal is to leverage my expertise to drive impactful social media campaigns and contribute to the company's growth and success.

Contact

Phone

+2349134417705

Email

theestherololade@gmail.com

Address

Lagos, Nigeria

Website

[Myweb](#)

Education

Bachelor of Science (BSC) Chemistry, 2021

Lagos State University Ojo, Lagos state

Certification

- Google digital marketing skill certification (2023)
- Jobberman soft skills training certification (2023)
- National youth service corps (2022 – 2023)

Expertise

- Use of Microsoft office suite (word, excel, PowerPoint)
- Social media marketing
- Strategy planning
- Content marketing
- Interpersonal skills
- Team work
- Creativity and innovation
- Problem solving
- Analytical and critical thinking
- Storytelling
- Mobile video editor
- Optimizing content and technology
- Graphics design basic knowledge (canva)

Experience

○ January 2019 – present

Freelance content creator, social media marketer and influencer - itsololade_

- Created viral content that trended across Instagram, TikTok, Twitter, and Facebook, garnering millions of unique views and high engagement.
- Successfully promoted and influenced music artists and brands, enhancing their online presence and reach.
- Developed and maintained a niche online by utilizing storytelling concepts and crafting captivating captions.
- Created viral contents that was posted on popular blogs like yabaleft, krakstv, olorisupergal, instablog and many other blogs.
- Created engaging and interesting contents currently garnering millions of unique views on tiktok.
- Shot and edited both basic and complex video content, ensuring high-quality deliverables.
- Identified and capitalized on TikTok trends to drive substantial growth for personal account.

○ July 2020 - October 2020

Patricia technologies

Content creator & brand influencer

- Created compelling commercial Ad videos for the brand, effectively conveying key messages and enhancing brand visibility.
- Developed and executed strategic social media marketing campaigns on Instagram and Twitter, resulting in increased brand awareness and improved online reputation.
- Utilized data-driven insights to monitor and optimize the performance of social media content, ensuring maximum reach and engagement.

○ February 2018 - April 2020

oriflame Sweden

Skincare consultant & marketer

- Promoted strong customer relationship by providing exceptional service and addressing inquiries promptly.
- Built brand awareness through innovative marketing campaigns and social media initiatives.
- Developed effective marketing strategies that drive product visibility and generate sales, resulting in increased revenue.
- Prepared comprehensive information documents and marketing materials showcasing products and services to target audience.

Hobbies

- **Networking**
- **Influencing**
- **Travelling**

November 2017 - August 2022

Freelance Fashion/Commercial Model

- Featured as a runway model during the prestigious Models Industry Week event, showcasing the latest fashion trends.
- Successfully represented Classicluxe Fashion Brand, bringing their designs to life in promotional campaigns.
- Collaborated with makeup artists and photographers on creative projects, embodying diverse styles and concepts.
- Served as a brand model for various small-scale businesses, promoting their products through captivating visual presentations.
- Acted as a commercial model for a prominent fashion and cosmetics company, embodying their brand values and promoting their products through various marketing channels.

Accomplishments & Activities

- Created viral contents on tiktok that trended across all social media platforms and blogs within few months of joining tiktok.
- Achieved the highest number of views and engagement on a video with 800k+ views and 100k+ likes within few months of joining tiktok.
- Gained popularity on tiktok with a large number of followers.
- Was recognized for my funny and interesting contents on tiktok by Theteamsam a tiktok community with over 1000+ content creators and influencers across Nigeria and Ghana.

Reference

Available on request