
MOYINOLUWA BALOGUN

3b, PalmView Estate. LSDPC Phase 4, Oko-Oba. Agege, Lagos State., Lagos, Lagos

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Summary

I am a digital marketing specialist with a strong foundation in content development, marketing strategy, and SEO optimization. My professional journey has been fueled by a passion for creative communication and data-driven insights. With extensive experience in public relations and corporate communications, I excel in strategic planning, social media management, and content creation. My knack for combining creativity with analytics allows me to craft compelling campaigns and engage audiences effectively. I'm dedicated to achieving measurable results and continuously evolving in the dynamic digital landscape.

Experience

Free Recycle Limited

Social Media Manager and Content Writer • Oyo State, Nigeria

02/2022 - 10/2023

- Strategic Social Media Management: Crafting strategies and campaign ideas for brand awareness, engagement, and tire recycling advocacy.
- Engaging Content Creation: Producing posts, stories, videos, and images aligned with our brand identity.
- Trend Awareness: Staying updated on tire recycling trends for timely content.
- Data-Driven Decisions: Monitoring and analyzing social metrics for performance improvements.
- Educational Content Development: Creating SEO-friendly blogs, guides, and materials on tire recycling benefits.

Auxialia Images Global Resources Limited

Social Media Manager and Content Writer • Lagos, Nigeria

10/2022 - 02/2023

- Thematic Research: Conducted in-depth research to develop original content for various sectors.
- Content Creation: Crafted website material, social media posts, and product descriptions.
- Marketing Collaboration: Assisted the marketing team in campaign content creation.
- Quality Assurance: Proofread and edited content for accuracy and readability.
- SEO & Branding: Implemented SEO strategies, created captivating copy, and upheld the company's brand identity on social media, while also offering insights and improvements for digital marketing strategies.

Africa Buisness Radio

Radio Presenter, Script Writer & Content Creator • Lagos, Nigeria

11/2021 - 09/2022

- Podcast Production: Created and practiced cryptocurrency podcast scripts.
- Show Coordination: Met with producers and organized schedules, interviews, and meetings.
- Content Development: Conducted research and generated fresh content concepts for client and internal podcasts.
- Social Media Engagement: Utilized social media to interact with customers, address queries, and promote initiatives.
- Performance Analysis: Monitored metrics on social media and the company website, offering strategies for improvement and customer interaction.

3ELEVEN ENTERTAINMENT LTD.

Public Relations Officer • Lagos, Nigeria

08/2018 - 01/2021

- PR Campaign Planning: Developed PR campaigns and set recognition goals.
- Content Creation: Drafted press releases and presentations.
- Public Interaction: Responded to inquiries from the public, media, and organizations.
- Promotional Activities: Organized and took part in events, festivals, and marketing activities.

Muhri International Television (MITV).

Broadcasting Intern • Lagos. Nigeria.

08/2019 - 09/2019

- **Content Management:** Collected, organized, and assisted in news writing.
 - **Media Analysis:** Examined media coverage of radio and TV programs.
 - **Administrative Support:** Managed administrative tasks and contributed to conference meetings.
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Skills

Communication skills, Time management, English, Computer literacy, Microsoft word, Microsoft excel, Leadership, Digital Marketing, Social Media Management, Social Media Marketing, Content Development, Research, Strategic Planning, Creative Writing

Education

Ajayi Crowther University

Mass Communication • Oyo State. Nigeria

12/2021

Graduated With Honors Second Class Lower

GPA: 3.48

Languages

English