

Raab, Ibiyemi.

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» Profile

Raab is an enthusiastic, technology savvy, result-oriented Digital Marketing Professional/Social Media Manager/ Customer Care Representative with proven skill in diverse aspects of the industry ranging from media relations, branding, content management, social media marketing, social media management, public relations campaigns, virtual assistant, customer service, digital marketing strategies, tactics, and tools to target your particular client target and bring quality traffic to your organization seeking a position where this professional, managerial, communications and core IT skills can be effectively utilized to improve operations and contribute to organization's-growth and profits.

» Skills

- Problem Solving Skills.
- Team Player
- Presentation Skills
- Demonstrated Time and Organizational Management Skill
- Attention to details
- Analytical Skills
- Proven High Level Communication Skill
- Creativity and Organizational Management Skills
- Customer Service
- Proficient in the use of Microsoft Office Softwares
- Ability to Multitask

» Professional Competencies

- Strategy Formulation
- Customer Avatar and Research
- Digital Marketing Strategy
- Content Marketing
- Email Marketing
- Marketing
- Research and Analysis
- Social Media Tools
- Social Media Management
- Social Media Marketing
- Search Engine Optimization
- Report Writing
- Customer Services

» Work Experience

NETOP BUSINESS SYSTEM LIMITED

Customer Care Representative

[April 2023- Till Date]

- Initiating outbound calls to customers to resolve their issues and to ensure their satisfaction with our services.
- Communicating with customers to understand their issues and provide assistance.
- Providing customer service by answering questions and resolving issues in a

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timely and accurate manner.

- Gathering and summarizing customer feedback to identify areas for improvement
- Providing support to customers and escalating issues to the appropriate channels when necessary.
- Providing immediate assistance to customer with product-related issues.
- Working with other call center professionals to develop and implement strategies to improve customer service.

Kaklin Mobile Car Wash

Digital Marketer (Remote)

[Nov. 2022- Till Date]

- Created an advertising campaign.
- Oversaw social media management/marketing (Facebook and Instagram).
- Generated Leads Online.
- Monitoring trends to improve the brand online.
- Planning, scheduling, executing new marketing campaigns and projects.
- Analyzing marketing campaign performances.

BertBeauty.

Social Media Manager (Remote)

[July 2022- March 2023]

- Managed the business social media pages on Facebook and Instagram.
- Responsible for planning and creating video content with the brand product.
- Was able to evaluate the effects of social media initiatives on numerous KPIs, such as channel expansion, impressions, engagements, referral traffic and conversions, in order to find out what worked and what needed work.
- Generated leads and ran ads on Facebook and Instagram.
- Used Canva for my social designs.

Kayode Obembe Real Estate Company.

Digital Marketer

[Nov. 2021- July.2022]

- In charge of four of the company's Instagram and Facebook accounts, creating real estate-related content every day, generating leads, and ensuring that they convert to sales.
- I managed the company's CRM with Hubspot and was in charge of email marketing with Mailchimp. For the company, I created an effective advertising and outreach strategy and used Canva for visual design.
- Other responsibilities included being a member of the firm's media team and ensuring that events were well-planned, advertising plans were implemented, and the company was growing, as well as communicating with brand ambassadors.

Morhayo Stitches.

Social Media Manager

[Jan. 2021- Oct. 2021]

- Boost brand awareness for the company. Managing the company social media accounts.
- Developing content ideas for social media platforms (Facebook and Instagram), as well as assessing engagement data Using the company's social media accounts to interact with customers.
- Investigate social media trends and advise management of any changes that affect the company's marketing efforts.

Ogun State Broadcasting Corporation.

Presenter [National Youth Service Corps]

[Nov. 2019-Oct. 2020]

- Monday through Friday co-hosts a 30-minute entertainment show [Lunch Break].
- Every Thursday, I was in charge of a recorded program for the youth corps [Corpers Diary] and I was in charge of editing as well as doing vox pop for other programs.
- For a short time, I also worked in the news section.

Fountain Eye Magazine.

Reporter

[Oct. 2018- Feb. 2019]

- Analyzed and prepared effective reports to keep the public informed about daily happenings.
- Ensured high diligent and operative work on research and follow up leads on stories which resulted to about 3 of my stories to be published on Magazine.
- Administered all news worthy-writing to meet stipulated deadlines.
- Perform other duties as requested by staff to ensure all necessary tasks are performed in a proficient manner that adheres to the quality expected from the company.

Nigeria Television Authority Channel 10.

Intern

[Jun. 2018- Oct. 2018]

- Assisted production staff in developing relevant stories for television station and other platforms.
- Ensured high standard in acquiring knowledge on latest events and news to obtain news coverage of important and pertinent issues.
- Maintained and improved cordial relationship with graphics department at about 10% by working together in obtaining visual elements for each story with appropriate photos/graphics.
- Perform other duties as requested by staff to ensure all necessary tasks are performed in a proficient manner that adheres to the quality expected from the company.

Lagos Traffic Radio 96.1 FM.

Intern

[Jun.2018- Oct. 2018]

- Ensured smooth show running of producers and on-air talent at about 10% by setting up studio for broadcasts with scripts for Advertisements and Endorsements including supplying radio host with reading and research material.
- Enhanced station operational duties by maintaining station's podcasts, creation of fresh and news worthy website content and post guest-interviews transcripts.
- Assisted with social media posts of programming and promotional content.

Fountain Spring Newspaper.

Reporter

[Oct. 2017- Feb.2017]

- Gathered and developed information and factual stories and also create articles/multimedia for broadcast.
- Ensured high activeness on research and follow up leads on stories which resulted to about 5 of my stories to be published on Newspaper.
- Coordinate with news editor and fellow reporters to develop story ideas for report writing.
- Enhanced cordial relationship with news sources on daily basis to improve development of story ideas and compilation of accurate records.

» Education

- Fountain University Osogbo, Osun Nigeria.**
Bachelor of Science Mass communication [2019]
- Oyun Baptist High School, Ijagbo Kwara State, Nigeria.**
West African Senior School Certificate Examination [WASSCE] [2008]
- Igbobi Primary School Morocco Somolu, Lagos State, Nigeria.**
Primary School Leaving Certificate Examination [2014]
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» Awards

- **Innoson Vehicle Manufacturing Co. Limited.**
Overall, Winner at the Creativity Challenge: Advertising Campaign Competition [Dec. 2017]
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» Courses / Seminars / Conferences Attended

- Ingressive For Good (30 Days I4G Marketing Talent Boot Camp) June 2023.**
Meta Certified Digital Marketing Associate 2023.
Meta/Coursera Social Media Marketing Professional Certificate 2023.
Hubspot Academy| Digital Marketing Certified 2022.
ALX Virtual Assistant Programme | Certificate of Completion 2022.
March 2022 Digital Marketing Skills | Digital Marketing Professional Certified
Coursera(Jobberman Accelerated Soft Skills Course) [October, 2021]
Google Digital Skills for Africa. The Fundamentals of Digital Marketing May,2020
e-marketing Institute- Social Media Marketing February 2021
Futurelearn -Digital Skills; Digital Skills for Work and Life[2020]
Futurelearn- University of Wollongong [The Power of Podcasting for Storytelling] [2002]
Futurelearn -University of Leeds and Institute of Coding; Social Media Marketing Campaign 2020
Futurelearn- Digital Skills; Digital Marketing [2020]
e-marketing Institute -Blogging
e-Marketing Institute- Content Marketing May 2020
e-Marketing - Institute Email Marketing May 2020
e-Marketing- Institute Online Marketing Fundamentals May 2020
e-Marketing- Institute Search Engine Optimization May, 2020
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» Interests

- Global News Trend, climate change advocacy and capacity building for sustainable development
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» Referees

Available on Requests .