

# PAMELA ODUNNA

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Contact Address: Lagos State

Phone contact : 09017769530

Email Address : pamelanazam@gmail.com

## PROFESSIONAL SUMMARY

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Passionate and goal-driven Social Media Manager and Content Associate with a strong background in digital marketing and content creation. Demonstrated expertise in implementing effective digital and social media marketing strategies. Committed to fostering creativity and driving growth in the digital space. Known for creating compelling content and brand stories that enhance brand visibility, customer engagement and drive revenue growth. Proven track record of delivering exceptional results. Eager to develop, make a meaningful impact and seeking an opportunity to apply my skills in driving digital, social media strategies, optimizing acquisition, conversion funnels.

## EDUCATION

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University of Ibadan , Oyo State , Nigeria

\* B.Ed, Human Kinetics and Health Education  
(2014 - 2019)

## WORK EXPERIENCE

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### Growth Associate

#### RillaHost , Lagos State | 03/2023 - 10/2023

- Developed and implemented comprehensive growth marketing strategies, resulting in a 50% increase in website traffic and a 20% increase in conversion rates.
- Conducted in-depth market research to identify growth opportunities for user acquisition, engagement, and retention within the IT business solutions sector.
- Led competitive analysis to stay informed about industry trends, target markets, and emerging technologies.
- Managed marketing campaigns across various channels, including SEM, social media advertising, influencer and affiliate marketing.
- Utilized digital analytics tools such as Google Ads, Ad manager, Meta, and other software tools to track user behavior, analyze data, and optimize conversion funnels.

- Collaborated with cross-functional teams to improve website design, user experience, and landing page performance.
- Implemented digital strategies that resulted to 25% significant increase in brand visibility and recognition within the hosting industry,
- Monitored KPIs, generated reports, and provided actionable insights to drive continuous improvement in growth metrics.
- Collaborated with the content strategy team to brainstorm and develop innovative content plans and design.
- Managed social media accounts and content across various channels.
- Attended industry-related events, stayed updated with industry trends and network with key stakeholders.

## **Social Media Manager and Content Creator**

### **Freelance , Lagos State | 11/2020 - Present**

- Partnered with multiple brands to identify target market audience and industry trends, resulting in increased brand awareness and engagement.
- Implemented brand storytelling strategies using various social and digital platforms to captivate and engage the target audience.
- Created compelling visual audio-visual and content aligned with the brand's objectives across multiple social media platforms.
- Managed communities, fostering positive interactions and building strong relationships with followers.
- Utilized social media marketing techniques, including advertising and analytics, to optimize content and campaign performance.
- Developed content calendars and utilized software tools for content management and organization.
- Employed Social Media Optimization (SMO) and SEO techniques to improve brand visibility and increase organic reach.

## **Social Media and Community Manager**

### **AWLA Nigeria, Lagos State | 11/2019 - 12/2020**

- Managed and created content aligned with the objectives and goals of the organization, increasing followers and engagements.
- Executed social media marketing campaigns across various platforms, increasing community engagement and driving meaningful interactions.

- Developed a strong brand identity, resulting in increased brand recognition and a positive online reputation.
- Fostered community engagement through the use of well crafted website contents; blogpost, newsletter, telegram and online series.
- Utilized graphic design and video editing tools to create visually appealing content.
- Managed all social media accounts and coordinated content creation using various software tools like Canva, Capcut, Hootsuite, Caption , Buffer e.t.c
- Assisted in website and content optimization to increase organic search.
- Assisted in marketing/event promotion and managing social media accounts.
- Attended in-house and industry-related events, stayed updated with industry trends and network with community members.

## CERTIFICATIONS

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- Google Garage: Fundamentals of Digital Marketing (2023)

## SKILLS

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|---------------------------------------|---|
| ● Market Research                     | ● Community Management                            |
| ● Social Media Optimization/Marketing | ● Teamwork and Collaboration                      |
| ● Website Optimization                | ● Creative and Innovative                         |
| ● Content Creation and Management.    | ● Analytical Skills                               |
| ● Content Writing                     | ● Project Management                              |
| ● Brand Storytelling                  | ● Time Management                                 |
| ● Video Editing                       | ● Organizational Skills                           |
| ● Basic Graphic Designing             | ● Detail and Result Oriented                      |
| ● Client Relationship Management      | ● Proficiency in Digital and Social Media Tools   |
| ● Digital and Web Analytics           | ● Excellent communication skills (oral & written) |
| ● SEM and SEO                         | ● Problem Solving Skills                          |
| ● Ad Management                       | ● Adaptability                                    |

