

ADEOTI BABASEMILOORE

Ogudu, Lagos | semiloore52@gmail.com | 07031560230

PROFESSIONAL SUMMARY

Creative and excellence driven Digital Marketer with 2+ years of experience proven in creating marketing campaigns, developing marketing strategies and content creation. Implemented new competitive analysis and consumer trend reports to increase monthly sales by 10%.

Seeking to leverage my skills and knowledge of digital media, communications and creative writing to make an invaluable addition to your organization.

WORK HISTORY

Solpia Nigeria Limited(X-Pression)

May 2022-Present

Position: Digital Marketer/Social media Manager

- Managed and scheduled postings on the various social media platforms of the organization leading to a minimum of 100 new followers monthly.
- Optimized paid advertising campaigns using; Google Ads, Facebook and Instagram, LinkedIn and Twitter Ads reaching 1,000 people daily in 30 days
- Wrote and created engaging and persuasive content for various mediums such as Ad Copies for social media platforms, websites blog posts, and weekly Newsletter to generate leads by 10%
- Tracked social media performances through metrics like: video views, reach and Impressions and Google Analytics
- Worked with SEO tools to improve website visibility on Google search engine to yield organic search results.
- Liaised with social media influencers to boost page engagement and following by 30%
- Report on the growth and analytics of campaigns on a monthly basis to analyze growth.
- Developed and maintained a content calendar for social media and email copies, planned and scheduled photo and video shoots for the month.
- Created various Ad copies in Content marketing through written contents for social media posts and email marketing
- Composed compelling email copies in form of weekly In-house and external news to drive 30% sales..
- Managed orders on the organization's e-commerce shop resulting to a 10% increase in purchase rate within 2 months.
- Worked closely with team members such as graphic designer, videographer, photographer, and other marketing professionals, to meet goals and create cohesive campaigns.

- Responded to various online inquiries about hair extensions and other customers complaints via phone calls and social media chats.

Channels Television, Isheri-North, Opic, Lagos.

June 2021–April 2022

Position: Associate Producer

- Created a large number of great content ranging from the coverage of hard news to Entertainment, and Lifestyle topics.
- Worked with the reporting team to develop 3-4 creative stories on a daily basis.
- Produced 2-3 quality contents independently for daily programs.
- Pitched story ideas on trending topics and created stories where applicable.
- Maintained very high quality of outgoing news in both written and digital format.
- Conducted 20+ interviews for indoor and outdoor events and reportorial purposes.
- Assisted in getting voice overs done for reports.
- Worked closely with ENG editors using video editing software to edit programs.

Lead City Radio Toll gate, Ibadan.

June 2019-August 2019

Position: Intern

Research/Content creation

- Sourced for program contents and general information via the internet.
- Scripted and recorded jingles, and a program segment 'lyrics box' aired twice every week.
- Pitched a program idea, wrote a program proposal and recorded the program.

Presentation

- Anchored and co-hosted two live programs 'Now we talk' and 'Teens Expressions' respectively.
- Prepared newspaper editorials and read news stories.
- Conducted Live interview with guest on the program.

Assisted in the Editing suite

- Learnt how to use software like the Adobe Audition, Sound Forge and Q-base.
- Assisted in the production studio/control room to record some radio programs.

Hils Exquisite Cakes and Confections, Ibadan.

Position: Marketing and Customer Relationship officer

February 2017-June2021

- Identified issues, analyzed information and provided solutions to problems.
- Exceeded goals through effective task prioritization and great work ethic.
- Demonstrated respect, friendliness and willingness to help wherever needed.
- Assisted customers with setting appointments, shipping and special order requests, and arranging merchandise pick-up at other locations.
- Preserved revenue streams by utilizing strong communication and negotiation skills, offering refunds as last resort to maintain customer satisfaction.
- Recommended Products and Services to customers, thoroughly explaining details.

EDUCATION B.Sc. Mass Communication

Kwara state University, Malete.

(August 2016-December 2020)

CERTIFICATION/TRAINING

- Chartered Graduate Diploma in Marketing **2019**
- Graduate Member, Chartered Institute of Public Diplomacy and Management **2020**
- Jobberman Soft Skills Training Certification **2020**
- Mount Zion Film Academy(Video Editing Training) **2022**
- Digital Ad Certification, Aleph Group, Inc. **2023**
- Skilharvest Academy. **2023**

VOLUNTEER EXPERIENCE

Eaglers Tribe- Non Profit Organization

(December 2022-till date)

Content Writer/Content Creator

- Writing interesting articles for social media and blog posts on website.
- Providing creative video contents based on selected topic of interest.

Adlai Heroes Foundation - Non-Profit Organization

January 2021-April 2021

- Worked as a volunteer to empower and support children.

SKILLS AND INTERESTS

- Good Communication and great listening skills
- Critical thinking

- Creative Problem Solving Skills
- Social media skills
- Storytelling
- Writing Skills
- SEO Skills
- Google, Meta Ads.
- Canva
- SEMRush
- Grammarly
- Google Analytics, Google Search Console
- ChatGPT
- Proficient in Computer applications (MS: Word, Excel, Outlook and PowerPoint and Google Apps).
- Strength: Reporting, Teamwork
- Interest: Content Development and Research

REFEREES - Available on request