

## **ROLLET OSOOVIRIVI**

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### **Objective:**

Seeking a challenging digital marketing role that will leverage my skills in researching, developing and executing effective marketing campaigns, driving traffic, increasing brand awareness, and maximising ROI.

### **Professional Summary:**

A creative digital marketing specialist with 7+ years of experience researching, creating and implementing successful digital products, marketing contents and strategies.

### **Work Experience:**

#### **Digital Marketing/Content Specialist**

**Emmaryn Studios & Academy | Sangotedo, Lagos**

**March 2022 - Present**

- Created and executed comprehensive digital marketing campaigns that increased brand awareness and drove foot traffic to the office and online traffic to the company's website.
- Developed and executed digital marketing strategies across multiple channels that engaged with customers and built brand loyalty.
- Analysed data and produced regular reports on campaign performance, making data-driven recommendations to improve results.

#### **Youth Corps Member/Soft Skills Trainer/CDS coordinator/Data Collector**

**NYSC | Ideator South LGA, Imo State**

**March 2021 - January 2022**

- Created and improved LGA digital content library through capturing topical LGA related photos/videos.
- Trained LGA staffs and youths on digital skills (word processing, graphic design, wordpress basics, digital marketing, Google suite)
- Coordinated and worked closely with fellow corps members for various CDS activities
- Engaged in data collection and analysis for NHGSF food programme for schools in the LGA.

## **Digital Marketer/R&D**

**Psirus Collections | Uyo, Akwa Ibom State**

**January 2019 - January 2021**

- Developed and executed SEO strategies that increased organic traffic by 30%.
- Managed team responsible for social media accounts, creating and curating content.
- Designed and implemented social media campaigns that increased engagement and drove traffic to the company's social media.
- Analyzed data and provided insights to guide future marketing efforts.

## **Education:**

Bachelor of Science in Geology

Akwa Ibom State University | Akwa Ibom State, Nigeria

## **Skills:**

SEO, SEM, PPC, Social media marketing, Data analysis & presentation, Digital design, Marketing strategy development, Communication.

## **Certifications/Courses/Trainings:**

NiiT - (Basic computer appreciation/graphic design)

Roothub Uyo - WordPress Website design

Cinema house images - Cinematography (Multimedia Content creation)

StartHub Inc - Digital Marketing Certification

Aircover Remote Pilot Certification (Small Unmanned Aircraft Systems (sUAS) Operator)

Jobberman - Softskills Certification

Dataleum - Data Analyst Certification

Orifunke Lawal Academy - Content Marketing and Creation Certification

## **Volunteer Experience:**

Guest Instructor - Digital Marketing Bootcamp, Womenovate 2022.

## **References:**

Available upon request.