

PROFILE INFO

Innovative, creative and hardworker. Specialized in Digital Marketing, Social Media Management and Digital Ad Optimization. Versatility in creating trendy and engaging content for numerous brands in a variety of industries. An ambitious and resilient worker with passion for the job and achieving milestones working in an organization.

IRENE AKINROPO

DIGITAL MARKETING EXPERT & STRATEGIS



Phone

+234 805 501 5276

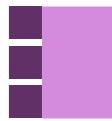


ireneakinropo@gmail.com



Address

Isolo, Lagos



MY SKILLS

PERSONAL SKILLS

- Problem solving
- Brain storming
- Multitasking
- Team collaboration & management
- Intuitiveness

PROFESSIONAL SKILLS

- · Design Thinking
- · Ad Analytics
- · Video Editing
- Canva Design Specialist
- SEO
- Marketing
- · Content creation
- Copywriting & content writing
- · Branding Design
- · Social Media Management

WORK EXPERIENCE

MARCH 2022

SOCIAL MEDIA MANAGER OXFORD RESEARCH INSTITUTE (U.K)

Key Responsibility: Created content, research, managed all socials and digital promotions.

- Grew account audience up to 30% in one month
- Engaged international audience like
 UNWomen, UN, WHO, UNDP in viral tweets.

APRIL 2022 -JULY 2022

DIGITAL MARKETING MANAGER TONIC PRODUCTIONS LIMITED

Key Responsibility: Created content, research, managed all socials and digital promotions.

- Grew account audience up to 150% in 6 weeks.
- Created brand guide from scratch.
- Repackaged company's services and developed its client offers.
- Trained existingemployees on content development and digital promotions
- Ran successful campaigns with 75% of engagement from new audience.

AUGUST 2021 -NOV 2021

CONTENT & COPY WRITER FISC DIGITAL & GROUP

- Created content for company & its clients' socials.
- Completed training in **Design Thinking**
- Collaborated with department head to develop content strategies.



WORK EXPERIENCE

SEPT 2021 -MARCH 2022

SHOTMOL DIGITAL AGENCY DIGITAL MARKETING EXECUTIVE & SOCIAL MEDIA MANAGER

Key Responsibility: Created content, research, managed all socials and digital promotions for company and its clients.

IRENE AKINROPO

DIGITAL MARKETING EXPERT & STRATEGIST

- Increased social audience up to 30%.
- Ran successful ad promotions and engaged micro influencers for campaigns.
- Ensured efficient & timely delivery of projects from the team.

MARCH 2021 -JUNE 2021 QLICK DIGITAL AGENCY
DIGITAL STRATEGIST & SOCIAL
MEDIA MANAGER

- Completed training on Digital Strategy.
- Ran successful ad promotions and engaged micro influencers for campaigns.
- Developed strategies and managed clients' social spaces.

LANGUAGE SKILLS (ORAL & WRITTEN)



EDUCATION

JAN 2013 -JUNE 2018 BACHELOR OF SCIENCES
UNIVERSITY OF LAGOS, NIGERIA

· Graduate of Biochemistry.

PORTFOLIO

http://bitly.ws/tkhf

REFERENCE

PASTOR TAIWO BOLODEOKU

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MR EZE EMMANUEL

BRAND AND COMMUNICATIONS EXPERT +234 806 089 5124

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CERTIFICATION

ALEPH	Q	Digital marketing & Ads
GROUP INC.	\Diamond	Introduction to Twitter(X)
TWITTER	\Diamond	Twitter (X) Ads manager
	\Diamond	Performance fundamentals
	\bigcirc	Reporting Campaigns
CYBERSAFE		Digital Marketing Master

OTHER ACTIVITIES

Volunteer and cofounding member of N.G.O- Dez & Friends, a cause for alleviating poverty and providing basic medical care.