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Summary

SOCIAL MEDIA/ECOMMERCE
MANAGER

Results-driven Social Media and E-commerce Manager with a proven track record of leveraging digital marketing strategies to boost brand visibility, drive online sales, and engage audiences effectively. Experienced in creating and executing comprehensive social media and e-commerce campaigns that maximize ROI and elevate brand presence in the digital landscape

Experience

Social Media Manager

Abi & CO

Sep 2023 - Present (1 month)

As Abi's social media manager, I oversee her Facebook, Instagram, and TikTok pages. My role includes content creation, scheduling, and strategic posting to boost engagement. I implement data-driven strategies, track analytics, and optimize campaigns to grow her online presence. Through targeted content and consistent engagement, I've successfully cultivated a vibrant online community and boosted brand visibility.

LinkedIn Page Management

Campari Group

Jun 2022 - Jul 2022 (2 months)

I had the opportunity to manage Nathasha's LinkedIn profile, optimizing content and engagement strategies. The results were remarkable, with significant increases in likes and followers. Nathasha expressed her satisfaction and appreciation for the improved online presence, underscoring the success of our collaborative efforts

Store Manager

Rose & Co.

I had the privilege of collaborating with Kehlani Rose Scrubs, an enterprise owned by Kehlani herself. My role encompassed setting up her Amazon storefront and meticulously listing her products on the platform. The results of these efforts exceeded expectations, leaving Kehlani deeply impressed with the enhanced online presence and sales potential for her business.

Ecommerce Manager

I had the privilege of working with SweetLemonMama, owned by Katie, to seamlessly integrate her TikTok shop

with her website. I also played a key role in launching TikTok ad campaigns for sales and lead generation, utilizing

Education



Obafemi Awolowo University

Bachelor's Degree, Nutrition/Computer Science

2017 - 2023

My educational journey as a nutritionist from Obafemi Awolowo University (OAU) has been a transformative experience that has shaped my understanding of nutrition, health, and wellness. This esteemed institution's commitment to academic excellence has provided me with a solid foundation in nutrition science and equipped me with the skills and knowledge necessary to make a meaningful impact in the field.



Gateway ICT Polytechnic Saapade

OND, Science Laboratory Technology and Computer Science

2014 - 2017

I am a highly motivated and skilled professional with a unique blend of qualifications in Science Laboratory Technology and Computer Science, having graduated from Gateway ICT Polytechnic. I am passionate about leveraging my knowledge and expertise to provide top-notch tech solutions and support to clients across various industries.

Licenses & Certifications



Social Media Marketing - HubSpot



Ecommerce Marketing - Google



Google Digital Skills - Google

Skills

Social Media Marketing • Tiktok Marketing • Facebook Marketing • Instagram Marketing • LinkedIn Marketing • TikTok Creator Marketplace • E-Commerce • E-commerce SEO • Wix Website Builder • Shopify