

IBRAHEEM A ADEYEFA

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Ikorodu, Lagos, Nigeria. 

Objective

A dynamic and creative content creator and social media manager with a passion for storytelling and engagement. Seeking a position where I can utilize my skills in content creation, social media management, and digital marketing to help elevate brand presence and drive audience growth.

Education

2019	Diploma in Animal Production Federal College of Animal Health and Production Technology
2016	Diploma in Animal Health and Production and Technology Federal College of Animal Health and Production Technology
2021	Business management Farmer Business School

Experience

2020 - 2021	Intern Oyo State Agribusiness Development Agency (OYSADA) Got trained on GAPs about businesses and customers relations. Profit and loss assessment of current and improve techniques.
2018 - 2022	Intern, Marketing Department Twaan.ng - Assisted in developing and executing social media campaigns across multiple platforms. - Conducted market research and competitor analysis to identify content gaps and opportunities. - Created engaging and shareable content, including social media posts, blog articles, and email newsletters. - Monitored and reported on social media analytics and campaign performance.
2022 - Till date	Content Creator and Social Media Manager J. O. Nissi foods and dishes - Developed and executed social media strategies such as discount on sales, fastest finger and giveaways which increases brand awareness, engagement, and followers. - Created and managed content calendars for multiple social media platforms owned by the establishment thereby ensuring consistent and relevant content for the target audience. - Crafted compelling and informative blog posts, articles, and social media captions to drive audience engagement and encourage sharing. - Monitored and analyzed social media analytics to evaluate performance and make data-driven decisions which helped our future campaigns.

Skills

- Proven experience in content creation, including writing engaging blog posts, articles, and social media captions. - Proficiency in social media platforms, including but not limited to Facebook, Instagram, Twitter, and LinkedIn. - Ability to develop and implement social media strategies that align with brand goals and objectives. - Strong understanding of digital marketing principles and best practices. - Familiarity with social media analytics tools to track and analyze performance. - Excellent written and verbal communication skills. - Creative mindset with an eye for visual aesthetics and a keen attention to detail.

Proficient use of Canva, Inshot, WeVideo, Adobe Flash player

Achievements & Awards

Certified on ICT skills on acquisition of product and wares marketing by Federal Cooperative College, Ibadan

Languages

English Yoruba

Reference

Raji Leke David - "Zartech Nig. Ltd."

Supervisor

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Jimoh Ibrahim Opeyemi - "Sterling Bank PLC "

Operation Officer

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Hobbies

Football

Car racing

Researching