

Daniel Oreoluwa, AJIBOYE

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PROFILE SUMMARY

Adaptive professional with more than two years of experience and a proven knowledge of Marketing, academic and copywriting, customer relations, virtual assistance, critical thinking and analysis, campaign and talent management, search engine optimisation and new market development. A hardworking, intentional and diligent employee ready to work effectively in aspects that are considered selfless and developing. Aiming to leverage my skills to successfully fill the marketing, writing, administrative, customer representative roles.

SKILLS AND CORE COMPETENCIES

- Content and Copywriting
- Time Management
- Project Management
- Budget analysis
- Keen eyes and ears for details
- Graphics design
- Communication skills
- Virtual assistant
- Branding
- Strategic Planning
- Analytical & Logical Skills
- Team Leadership
- Patience and empathy
- Organisation & technical ability
- Problem solving

PROFESSIONAL EXPERIENCE

- Marketing Intern, Gadget City**– Ikoyi, Lagos. **Feb 2022 – Present**
- Overseeing social media accounts and ensuring brand consistency.
 - Establish and maintain brand budgets.
 - Create, execute, and manage marketing programs and campaigns.
 - Aid in the creation of marketing and advertising campaigns to strengthen the client's brand identity.
- Public Relations Officer, NIGERIA MODEL UNITED NATIONS (NigMUNs), UI.** **Jan 2022 – Dec 2022**
- Retouching photos for digital signage..
 - Integrating multimedia content on to a site.
 - Conceive and implement concepts, guidelines, and strategies in various creative projects and oversee their completion
- Content and Copy Writing Intern. PAULOWAS FOOD AND EVENTS.** **Dec 2022 – Jan 2023**
- Conducting periodic content audits.
 - Develop creative and innovative content to sustain marketing campaigns on and off-release cycles while tracking and calculating the content's ROI.
 - Curate weekly content calendar for the organisation.
 - Compose daily content, caption and graphics idea for social media page.
- Copywriting Intern, PARROTIAS LLC, AZERBAIJAN.** **Apr 2023 – Jul 2023**
- Craft original copies and edit content for social media, websites, blogs, etcetera
 - Conduct research on assigned topics, competitors, target audiences, and the Platforms the content will be published.

VOLUNTEER EXPERIENCE

- CHAIRMAN TRANSPORTATION COMMITTEE, STUDENT UNION UNIVERSITY OF IBADAN** **2021 – 2023**
- MEMBER OF PUBLICITY COMMITTEE STUDENT UNION** **2021**
- SOCIAL COMMITTEE PUBLICITY TEAM FOR LARIS DEPARTMENT, UI.** **2021 – 2023**
- MEMBER OF PUBLICITY AND MANAGEMENT TEAM** **2018 – 2023**

EDUCATION

- B.LIS, Library and Information Science** – University of Ibadan **2024 (expected)**

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Graphics Design **2018**
- Nestle' Nesternship certificate on building personal brand **2022**
- Martin Luther king PeacePace initiative on Professional development **2022**
- Content and Copywriting **2022**
- CBR Features Introduction **2023**

PROFESSIONAL AFFILIATIONS

- International Association of Professional Writers and Editors (IAPWE) **2023**