

OLATUNDE FOLASHADE FLORENCE

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PROFILE SUMMARY

Digital Marketing Professional specializing in social media management and advertising, dedicated to helping brands build their online presence. Skilled in formulating result-oriented strategies, utilizing social media tools, running effective social media ads, and conducting effective customer research. Proven ability to drive brand awareness and revenue growth using digital marketing tactics and tools. Committed to solving complex problems with creative thinking and contributing to organizational growth.

AREAS OF EXPERTISE

- **Digital Marketing Strategy:** Developed cost-effective strategies as a digital marketing manager for a real estate company, yielding successful outcomes.
- **Social Media Management:** Proficient in using smart social media tools like Hootsuite, Social Blade, Canva, IQ hashtag, and Snip.ly to manage, monitor, and optimize social media engagement.
- **Social Media Advertising:** Experienced in running effective social media ads and targeting precise audiences across various platforms.
- **Customer Research:** Skilled in identifying customer avatars and conducting research using tools like Alexa, SimilarWeb, and Google AdWords..
- **Graphic Design:** Confident in using Canva to create appealing social media content.

INTERPERSONAL SKILLS

- **Problem Solving:** Utilize analytics to provide customer-focused marketing solutions and implement innovative strategies based on key performance indicators.
- **Communication:** Effective in motivating others, generating positive attitudes, and adapting communication styles to suit diverse audiences. Proficient in report writing and delivering presentations.
- **Collaboration:** Skilled in working effectively within cross-functional teams, fostering collaboration, and leveraging diverse perspectives to achieve common goals.
- **Adaptability:** Quickly adapt to changing environments and emerging trends, demonstrating flexibility and resilience in fast-paced digital marketing landscapes

CERTIFICATIONS

- Digital Marketing Skills | Digital Marketing Professional Certified, August 2022
- Google Certified Digital Marketer, December 2018
- SEMRUSH Social Media Toolkit Certificate, June 2021
- HubSpot Inbound Certificate, March 2019
- HubSpot Social Media Certificate, March 2019

WORK EXPERIENCE

Digital Marketer, Funmi Stores Nigeria Limited (FMCG company), November 2022-Date

- Drive digital marketing initiatives to enhance brand visibility and generate leads for FMCG products.

Social Media Manager (Contract), Curves and Curvatures Ltd, Lagos, July 2022-September 2022

- Managed social media platforms, executed social media campaigns, and monitored engagement for a real estate company.

Volunteer Instagram Account Manager, JewelPurpose.co, London, UK (Remote), August 2021-August 2022.

- Provide social media management and content creation support for a volunteer-based organization.

Digital Marketing Manager, Devam Properties Ltd, Lagos, December 2021-June 2022

- Developed and implemented digital marketing strategies, managed social media platforms, and executed successful ad campaigns for a real estate company.

Administrative Executive/Social Media Manager, Honeycorp Consulting, Ikeja, Lagos, January 2018-November 2021

- Handled administrative tasks and managed social media platforms for a consulting company.

EXTRA CURRICULAR ACTIVITIES

National Youth Service Corps (NYSC), 2017

- Participated in the compulsory NYSC program and served as a computer science teacher.
- Acted as the school counselor, providing career and personal counseling sessions for students.

ACADEMIC QUALIFICATION

- Professional Digital Marketing Certificate, Digital Marketing Skill Institute, 2022
- Higher National Diploma (HND) in Computer Science, Yaba College of Technology, Lagos, 2016

REFERENCES

Available upon request