

# Hundeyin Olumide

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## PROFESSIONAL SUMMARY

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Punctilious and persuasive content/copywriter and social media manager very enthusiastic about researching, writing and publishing compelling content that engages audiences and drives results. Intelligent and results-oriented for providing top notch social media management services that increase brand visibility , engagement and conversions.

## Core competencies

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- Customer management skills: efficient customer service management online
- Technical skills: proficient in Microsoft Office suites(Word, Excel & PowerPoint , HTML5 and CSS.
- Writing skills: astute writing in articles, blogposts , sales copies, manuals, newsletters and reports.
- Team player & leadership skills: ability to lead, nurture a team and develop affinity.
- Social media skills: proficient in amplifying brand awareness organically, campaigns and marketing strategies.

## Work history

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### Social media manager/content writer

Mar 2020-2022

Casheazy group

- Developed, implemented and managed social media strategies.
- Measured the success of every social media campaign.
- Edited and proofread top notch content for the company whilst overseeing a content writing team.
- Worked with copywriters and designers to ensure content is informative and appealing

## Accomplishment

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- Designed and implemented social media strategies and campaigns that

resulted in new business opportunities and a 60% increase in customer engagement.

- Contributed to the company blog and published articles on the industry, resulting in a 40% increase in new leads and customers.
- Created content calendars that aligned with marketing promotions and ensured a steady stream of relevant content to prospects (increase in website traffic and social media engagement).
- Developed and maintain a consistent brand image and voice across all social media channels.

## Skills

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- Good oratory
- Canva
- Analytical and critical thinking
- SEO / Google analytics
- Communications & marketing skills
- Hootsuite, Buffer, Hypefury
- Landing pages
- Adaptability
- Proofreading and Editing
- Copywriting/Copyediting

## Education

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**B.A Hons International Relations And History**

2020

Olabisi Onabanjo University, Ago-iwoye

- 3.1/5.0