

# OLABODE, ADEOLA ELIZABETH

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## Profile

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Dynamic Social Media and Content Executive highly effective at incorporating creative digital strategies and skills to achieve business objectives of online awareness, ad campaign setup, PR, content creation, product marketing, and social media marketing (SMM). A goal-oriented individual with excellent oral, written and listening communication abilities. Possesses in-depth knowledge of customer service, business development, online strategies, and administrative management with excellent multi-level communication skills. Having the ability to quickly undertake projects and adapt to new environments. Seeking an engaging position in a company where hard work and success are rewarded and in turn yield towards the growth and stability of the firm.

*FORTE: Product Marketing, Social Media, Community Management, Public Relations, Digital Media.*

## Experience

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### Social Media Lead | Marketing Communications Assistant

02/2020 - Present

#### SEAMLESS TRAVEL

- Preparing organizational publications for internal and external audiences, maintaining, compiling, and reporting web analytics to management.
- Researching and studying the demographics of our target audience and fulfilling their needs thus developing public relations strategies to suit them.
- Creating, editing, and publishing videos, news, and promotional content to increase engagement and channel growth.
- Monitoring social channels and engaging with audiences; Creating, managing, and executing paid Facebook Advertising campaigns.
- Generating daily, weekly, monthly, and quarterly performance reports, including the ability to recognize and troubleshoot data anomalies.
- Contributing to the email strategy and the hands-on execution of campaigns while closely tracking and analyzing customer engagement activities.
- Staying abreast of the latest email marketing best practices, strategies, industry standards, and implementing best practices to improvise campaign open rates.

#### Current Achievements:

- Implemented audience segmentation strategies which helped to improve engagement rate by 10.1%.
- Researched new marketing channels and strategies and presented them to the team, implemented new inbound marketing strategies to uplift conversion rates by 160%.

### Community Manager

07/2020 – Present

#### SHALDAG LIMITED

- Creating and executing integrated social media strategies, including engagement, community management, and campaign ideation and execution.
- Tracking and analyzing brand and competitor data to create weekly and monthly reports that verify the success of engagement, outreach, and campaigns.
- Assessing social media marketing strategies to determine the rate of return. Identifying and tapping into new channels to optimize ROI and fuel revenue growth.

**Current Achievements:**

- Effectively coordinated, captured, synthesized, and analyzed customer, inquiry, and competitive insights from various channels including team-generated research, as well as qualitative and quantitative secondary research.
- Measured and reported performance of digital campaigns and assess against the goal (ROI AND KPI's).

**Studio Manager | Assistant Producer | Assistant Photographer**

10/2015 – 2021

**ARI MEDIA**

- Maintained a precise workflow calendar for a busy production team with several ongoing deadlines.
- Interfaced directly with highly selective clientele to ensure completion of sales and expert white-glove service.
- Management of all elements of art's safest archival storage protocols, including monitoring temperature and humidity-controlled environments.
- Generated original content, maintained and grew the company's online presence, and oversaw the regular sharing of content in a strategic and effective manner.
- Oversaw the execution of music videos, audios, and great visuals
- Processed billing and payments for all services and goods between the company, clients, and vendors, along with detailed art archiving and record keeping.

**Achievements:**

- Supervised and produced media production events: Felabration
- Cut costs by 65% within the department, by suggesting alternative methods of reaching out to prospective clients, target audience, and focal market

**Content Curator**

10/2020 – 12/2020

**INSIGHTS**

- Edited and proofread written pieces before publication
- Conducted keyword research and used SEO guidelines to optimize content
- Promoted content on social networks and monitored engagement (e.g. comments and shares)
- Identified customers' needs and recommend new topics
- Coordinated with marketing and design teams to illustrate articles
- Worked with the marketing operations team to measure web traffic to content (e.g. conversion and bounce rates), as well as leveraged data to determine the overall effectiveness of created content.

**Road Manager | Social Media Handler | Content Creator**

02/2019 – 12/2019

**PROBOT DIGITAL AGENCY LIMITED**

- Developed and maintain relationships with our clients and prospects through creative and consistent social media service.
- Coordinated talent media obligations
- Curated and managed all published content
- Researched current trends within the online space in order to remain knowledgeable about our clients and competitors.

**Head Marketer | Community Manager | Digital Marketer**

01/2019 – 11/2019

**INCUBATION FACTORY ENTERTAINMENT LIMITED**

- Developed and implemented data-driven strategies for interactive marketing campaigns which significantly increased brand awareness in the online space.
- Identified new digital channels and performed a detailed market analysis.

- Monitored and analyzed the performance of the campaigns and conducted monthly reports.
- Proactively participated in weekly team meetings with managers and was responsible for the allocation of the advertising budget.
- Created playlists on several music sharing platforms

*Was the Professional Photographer for MBK – Took professional photos for Rite foods.*

**Social Media Community Manager**

06/2018 – 06/2019

**THE 400 MEDIA COMPANY**

- Successfully spearheaded campaigns on social media platforms including Facebook, Twitter, and Instagram
- Managed social media planning for execution of marketing strategies and community management
- Implemented promotion tactics and monitored the online presence of the company’s brand and engaged with users, strengthening customer relationships
- Developed relevant content to reach the company’s target customers and clients

**Education**

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<b>BACHELOR OF SCIENCE IN SOCIOLOGY NATIONAL OPEN UNIVERSITY</b>	2019
<b>NATIONAL DIPLOMA IN COMPUTER SCIENCE GRACE POLYTECHNIC</b>	2013

**Training & Certifications**

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<b>PRODUCT MARKETING CERTIFICATE – HEELS AND TECH</b>	2022
<b>FUNDAMENTALS OF DIGITAL MARKETING – GOOGLE</b>	2019
<b>DIGITAL MARKETING CERTIFICATION – ESCILS</b>	2019

**Key Skills**

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| <ul style="list-style-type: none"> <li>• Digital Marketing &amp; Content Marketing</li> <li>• Professionalism</li> <li>• Ability to write reports in a professional manner</li> <li>• Computer proficiency</li> <li>• Customer service focus</li> <li>• Solutions Development</li> <li>• Proficient with Adobe Photoshop and Canva</li> <li>• Monitoring and Supervision</li> <li>• Creative Abilities using a digital camera</li> <li>• Content Creation skills</li> </ul> | <ul style="list-style-type: none"> <li>• Strategic planning and tactical Execution</li> <li>• Time Management</li> <li>• Proactive and extremely observant</li> <li>• Outstanding Numerical skills</li> <li>• Decision Making</li> <li>• Communication skills</li> <li>• Great Leadership techniques</li> <li>• Problem Solving</li> <li>• Troubleshooting Skills</li> <li>• Product Marketing</li> </ul> |
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**References:** Available On Request

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