

Ayomide Adeoye

Digital Marketer & Content Creator

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Organized and dependable individual, successful at managing priorities with a positive attitude. Possess excellent communication, problem solving and teamwork abilities. Experienced in developing marketing initiatives, project management, increasing business success and excellent organizational and decision-making abilities. A hardworking and passionate job seeker with organizational solid skills looking to secure an entry-level position. Excited to learn from high-performing and successful team.

Work History

2022-04 -

Side Hustle

2022-07

Internship and Boot camp

Digital Marketing & Content Creation

- Led and managed talented teams to plan and implement project tasks meeting timelines and exceeding expectations.
- Created a marketing plan, Go-to market strategy, and content calendar for a B2B startup, fashion brand, and Fintech company.
- Developed original content using social listening, online research and independent sources obtain relevant information and materials.
- Designed infographics as contents for social media pages.
- Created content with SEO keywords drawn from Google Analytics.
- Used Hootsuite to upload content, images and pages.
- Launched and published quality content for blog site
- Developed marketing content such as blogs, promotional materials and email newsletters for social media.

- Strengthened content through proofreading and editing.
- Coordinated with marketing and design teams to illustrate articles.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Administered marketing calendar and posted new content to coincide with new product and service releases.
- Improved blog content, keyword relevancy and branding to achieve search engine optimization goals.

**2022-05 –
Current**

Social Media Manager Intern

Zero Commute, San Diego, California, United states (Remote).

- Assisted in various marketing projects that would engage new leads and potential customers.
- Analyzed trends in social media posts and followers to maximize views.
- Created informative posts for LinkedIn page.
- Tracked social media engagement to identify high-performing ideas.
- Worked with team on projects to meet deliverables.
- Created engaging content to catch attention of potential customers.
- Created images, videos and infographics on social media.
- Created and scheduled content for social media using Hootsuite.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.
- Designed and implemented social media strategies to align with business goals.
- Improved page content, keyword relevancy and branding to achieve search engine optimization goals.
- Suggested and implemented new features to develop brand awareness.
- Worked with department personnel to deliver brand consistency and accurate content.

2022-04 –

2022-05

Digital Marketing and Social Media Intern

Al Time Journal, California, United States (Remote).

- Created and distributed blog posts and press releases on social media and traditional news outlets.
- Worked with assigned team on projects to meet deliverables.
- Assisted team with various marketing projects that would engage new leads.
- Performed market analysis and researched latest trends.
- Maintained editorial calendar to keep content timely, relevant and engaging.
- Researched interesting and relevant content to capture interest and improve site traffic.
- Practiced SEO to maximize efforts in creating brand awareness.
- Sat with marketing team members to learn new tasks and determine best tactics for solving challenges.
- Assisted in creating written and video content for marketing channels.
- Used Google Docs and other software tools to create documents and other communications.
- Conducted research, gathered information from multiple sources and presented results.
- Conducted daily updates to social media profiles to boost company online presence.

2020-11-

2021- 08

Brand Advocate

Greenplinth Africa, Ikeja, Lagos State.

- Conceptualized brand identity and developed unique accompanying graphic style and tone for use in communications.
- Planned and implemented marketing strategies to promote brand.
- Coordinated innovative strategies to accomplish marketing objectives and boost long-term profitability.
- Developed innovative marketing campaigns based on key objectives.
- Improved and boosted brand image by implementing focused marketing

campaigns and engaging in professional networking to support outreach.

- Monitored online advertising and social media campaigns to assess success of different strategies.
- Responded to requests for information from media or designated appropriate spokesperson or information source.
- Grew social media presence from 0%-75% by planning and executing giveaway and referral contest.
- Oversaw professional social media messaging through content development, follower engagement, social listening, and trends analysis.
- Prepared weekly updates and reports to track growth and success rates of marketing campaigns.
- Tracked social media trends and adapted to attract target follower demographic.
- Used Adobe Creative Suite, Canva and flyermaker to design initial campaign concepts.
- Assisted in managing corporate social media channels.
- Designed and presented social media campaign ideas.

Skills

- | | |
|--|--|
| • Excellent written and oral Communication | • Organization and Time Management |
| • Social Media expertise | • Adobe Creative Cloud |
| • SEO knowledge | • Strategy Development |
| • Canva and Flyermaker expertise | • Resourceful and Enthusiast learner |
| • MS Office proficiency | • Project Management |
| • Coda, Jira, and Asana Proficiency | • Knowledge of WIX, WordPress, and Blogger |
| • Tech Savvy | |

Education

2015-10 -
2019-08

Bachelor of Science: Microbiology

Joseph Ayo Babalola University - Ikeji-Arakeji, Osun State, Nigeria.

- Member of Nigerian Society for Microbiology.
- Elected President of National Association Of Microbiology Students, Joseph Ayo Babalola Chapter in 2018/2019.
- Member of National Association of Microbiology Students.
- Member of American Society for Microbiology.
- Member of European Society of Clinical Microbiology and Infectious Diseases.

Certifications

- Product Management, Digital Marketing & Content Creation- [Issued by Side Hustle].
- Digital Advertising & Marketing 101, Social Media Strategy- [Issued by Alison].
- Digital Marketing, Udacity Nanodegree Scholarship Program – Finalist Badge.

Languages

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|-----------|----------|
| • English | • Yoruba |
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Interests

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|---------------------|---------------------------------|
| • Music | • Arts and Crafts |
| • Books | • Fashion |
| • Interior Decor | • Event Management and Planning |
| • Corporate Imagery | • Movies |
| • Healthcare | • Football |