

JOANNE OLADIPO

SOCIAL MEDIA MANAGER

CONTACT

+2348130337516

joanolamiposi@gmail.com

Ebute Metta, Lagos

SKILLS

Technical Skills

Content creation, copywriting, social media management, Microsoft Excel

Soft Skills

Leadership, time management, commitment, teamwork

EDUCATION

Bachelor of Technology in Architecture
Federal University of Technology, Akure

2015 - 2023

Honors: Cum laude

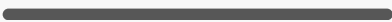
CERTIFICATE

Content Marketing
Great Learning Academy

Oct. 2022

Certificate in Content Marketing Basics

LANGUAGES

English 

Yoruba 

PROFILE

I am a versatile content writer, virtual assistant, and social media manager with over two years of experience in content writing and around a year of experience in digital content creation and social media management. I methodically organize and create compelling content to boost engagement and sales.

I tailor my delivery to the specification to my clients' requirements and complete the work in time. I understand the importance of meeting deadlines and, as such, always deliver.

WORK EXPERIENCE

Content Creator / Social Media Manager

Chocolate n' Dreams Apr. 2022 - Present

- Using storytelling and emotionally appealing words to generate content while keeping the target audience in mind.
- Drafting and finalizing an articulately designed content calendar that clearly outlines the activities for the month.
- Management of social media accounts by content posting and understanding the topography of engagements.
- Responding quickly and expertly to audience engagements and leading conversations to further drive engagements.
- Using a well-thought-out feedback mechanism to get feedback from target audience on the activities of the brand and the best communication system to them.
- Selectively following trending conversations and wrapping contents around them to attract the attention of more audience to increase customer base.
- Actively monitoring the algorithm of followers and engagements to measure the brand visibility.
- Drive TOMA across all social media platforms where the brand is represented.

Social Media Manager

Timabimfabrics Nov. 2022 - Present

- Planning a practical and attainable social media campaign for brand promotion and visibility.
- Creating a content calendar that articulates the activities of the brand over the course of one month.
- Conducting a competitive analysis chart for the brand that provides an overview of other brands and deduces the direction in engagement and content production for my brand.
- Drive consumer engagement and brand loyalty with periodic offers, discounts and freebies for customers.
- Promote TOMA for the brand by aggressive advertising through fliers, social media platforms, and word-of-mouth.
- Encourage engagement with the target audience by developing a community with which they can identify.
- Using web-based marketing, brand growth was tracked across both online and offline clientele.

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EXPERTISE

- Social media management, dealing with brand visibility and building a strong clientele base.
- Written communication skills with providing concise contents that are error-free and easily comprehensible by the target audience. With clients, professionalism is maintained and written forms, with realistic service reach from brand.
- Oral communication which is the frontier for maintaining effective relationship with clients.
- Effective with SEO keywords.
- Research and content strategy as the foundational methods for generating any content.
- Digital marketing.
- Google Docs.

REFERENCES

Amarachi Ezurike

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WORK EXPERIENCE

Content Writer

Iris Brand

Jan. 2020 - Sept. 2022

- Wrote long and short form marketing content to raise awareness for the company and its offerings on websites and social media channels.
- Curated carefully selected materials to increase user interaction on social media.
- Employed the use of exceptional writing skills to create articles free of grammatical errors, accurate punctuations and clear grammatical usage.
- Created PowerPoint presentations for various clients who signed up as brand customers with adherence to clients' brief.
- Edited and proofread written contents to be posted on social media platforms and sent to larger boards.
- Used SEO keywords while creating content to identify it as one of the most popular searches on pertinent marketing-related topics to enhance visibility.
- Delivered content on schedule and supplied feedback on every client's commentary, which improved the brand's strength on client satisfaction.
- Reviewed brand copies frequently for adjustments and effective execution of language usage when applicable.

Content Creator / Virtual Assistant

Sekani Signatory

Oct. 2022 - Dec. 2022

- Fronted advertisements and marketing services as one of the organization's first points of contact with customers.
- Used a spreadsheet document to arrange the sales copy inventory and classified each copy alphabetically. As a result, less time was lost searching through numerous folders for a certain document.
- Scheduled appointments, monitored email accounts, and provided prompt and detailed responses as needed.
- Employed my writing skills in taking down information ranging from minute to vital during a virtual call with clients.
- Monitored the daily schedule of my employer and arranged appointments, projects and tasks according to priority.
- Published short, long, and concise articles in relation to the target audience, and employed storytelling skills to pique their interest, elicit emotional appeal, and drive interactions.

Social Media Manager / Content Creator

Niyun Solutions

Nov. 2022 - Dec. 2022

- Established and monitored performance benchmarks and media expenses for awareness and brand projects.
- Evaluated the outcome of media initiatives and prepared success metrics.
- Ensured that the campaign outcome gained a significant amount of business advantage.
- As a gauge of effective outreach, the increase in clientele base was monitored after each campaign, and the effectiveness of the campaign was assessed by comparing the results to those of previous efforts.