

Curriculum Vitae

Professional Summary

Highly organized and proactive professional with experience in business administration, event coordination, and communications. Skilled in managing client consultations, bookings, and partnerships while ensuring smooth operations and excellent customer experiences. Proficient in digital marketing, content management, SEO optimization, and CRM tools. Adept at multitasking in fast-paced environments, handling both administrative and creative functions with attention to detail. Motivated to contribute to a dynamic team where organization, communication, and service excellence are valued.

Professional Experience

• Business Administrator | Teal Events

June 2025 – Present

- Manage end-to-end client consultations and event bookings, ensuring smooth communication and follow-up from initial inquiry to confirmed engagement.
- Coordinate with clients, vendors, and partners to facilitate collaborations, sponsorships, and service agreements.
- Handle email marketing campaigns and tailor SEO strategies to boost the company's online visibility and lead generation.
- Maintain and update client and vendor databases, ensuring accurate data entry and activity tracking.
- Utilize CRM tools effectively to manage client relationships and enhance customer experience.
- Support business operations by streamlining administrative processes and contributing to overall event planning efficiency.

• Communications Assistant | Nigerian Economic Summit Group (NESG)

September 2023 – October 2024 (Communications Intern, July 2022 – Nov 2022)

- Drafted and distributed press communications for the NESG Summit and media room meetings.
- Authored over 10 blog posts and press releases for the NESG website and social platforms.
- Managed publication of promotional materials and website content in line with brand guidelines.
- Assisted in media production, setup of interviews, and documentary coordination.
- Reviewed and ensured quality control of podcasts and video content.
- Provided customer and stakeholder support via the NESG website chat.
- Compiled detailed event and media reports for pre-summit activities.
- Conducted media monitoring and archiving for NESG coverage.

- Led team meetings and maintained administrative schedules for departmental coordination.
- Conducted data entry and content uploads with accuracy and timeliness.

- **Digital Marketer | Shopnandra**

April 2024 – January 2025

- Executed digital marketing campaigns across Instagram, Facebook, Twitter, and TikTok.
- Created visually appealing social content and managed monthly content calendars.
- Analyzed social media metrics and optimized engagement strategies.
- Handled customer engagement across platforms to boost retention.
- Managed targeted ads and traffic generation for sales conversion.

- **Personal Assistant | Tracit Ventures**

July 2019 – December 2019

- Provided administrative support to the Managing Director, managing schedules, correspondence, and travel logistics.
- Coordinated meetings, prepared agendas, and took minutes.
- Maintained confidentiality and organization of business documents.

- **Teacher | Figs Consult**

July 2018 – September 2018

- Developed and delivered engaging lesson plans for English and Literature (10th grade level).
- Created a positive learning environment and collaborated with parents and colleagues.
- Monitored student progress and provided feedback for growth.

Education

Bachelor of Science in International Relations and Political Science | Caleb University, 2020–2024

Certifications

- Google Analytics for Beginners
- Microsoft Office Specialist Certification
- Adobe Certified Professional in Visual Design
- Coursera: Introduction to Social Media Marketing
- Digital Marketing in the Age of AI
- Product Management
- NESG RISE Certifications: Research Craft, Public Value, Creating Public Value, Public Policy Analysis, Think Tank Operations, Personal Leadership, Effective Rapporteurship, Public Administration

Skills

- Communication and Writing
- Creativity and Artistic Abilities
- Research and Adaptability
- Time Management and Meeting Deadlines
- Microsoft Word, Excel, Canva, Adobe Premiere Pro, Photoshop
- Event Management
- Media Monitoring and Archiving
- Video Recording and Documentation
- AI Prompt Generation
- Customer Relations
- Languages: French (Beginner)

Volunteer Experience

- Caleb University Alumni
- Nigerian Economic Summit Group Volunteer
- Go Volunteer Africa
- Lagos Foodbank Initiative Volunteer

References

Tomiwa Adefekun – CEO, Resiyns