

Niniolamonisola003@gmail.com

## ✨ ✨ Professional Summary

**Creative Strategist** specializing in digital content development and brand positioning. Proven ability to drive audience engagement and measurable growth by translating management principles into effective social media campaigns. Experienced in leading cross-functional support by integrating robust communication strategies across all customer touchpoints.

## 🚀 Professional Experience

**Social Media Manager and  
Creative Writer**

**THE BELLE HAVEN** - Lagos, NG

- **Integrated customer service best practices** directly into content narratives, ensuring high customer satisfaction during digital interactions.
- Managed the **full lifecycle of visual assets** (design, graphics, video) while coordinating influencer campaigns.

### **BETH BIJOUTERIE - Ilesha, NG**

- **Drove revenue growth** by executing targeted social media campaigns and efficiently **qualifying new sales leads**.
- Managed budget allocation for digital marketing efforts, ensuring optimal return on investment.

### **MALLIAWORLD - Lagos, NG**

- **Architected and executed comprehensive social media strategies** to scale brand presence across key platforms.
- **Adapted and localized content** to align perfectly with the unique requirements

and top performance standards of each social channel.


## **GLACE COCKTAILS - Lagos, NG**

- **Defined brand positioning** through strategic analysis and developed detailed, results-driven content calendars.
- **Monitored and reported on key performance metrics** (Engagement and Reach) to continuously refine communication impact.



## **Education**

### **Osun State University**

- Bachelor of Management and Education (B.ED), Management and Education
-  **Core Competencies & Skills**

**Key Attributes:** Communication, Integrity, Creativity, Collaboration, Team work, Time

management, Interpersonal.

**Industry/Role Expertise:** Call Center,  
Customer Service, **Creative Writer, Social  
Media Manager**, Educational Instructor,  
Human Resources, Retail, Sales.