

## Career Objective

Motivated and detail-oriented fresh graduate with three years of hands-on experience in client relations, social media management, and digital marketing for small-scale skincare brands and diverse clients. Skilled in content creation, audience engagement, and brand promotion using tools like Canva and CapCut. Proven ability to manage confidential client information responsibly, with a commitment to data protection and non-disclosure agreement (NDA) compliance. Fluent in English, Yoruba, and Pidgin English, with strong communication and interpersonal skills. Highly organized, creative, and adaptable, eager to contribute to a dynamic marketing team and support business growth in a remote or hybrid environment.

## Education

BA English Education	-	Lagos State University – Ojo, Lagos	-	2025
SSCE	-	Talent Link Comprehensive College, Lagos	-	2019

## Professional Experience

**Entrepreneur / Sales and Marketing Executive** - Self-Employed *April 2023 – Present*

- Founded and managed a small-scale skincare product business, handling product branding, marketing, and customer relations.
- Developed marketing strategies through social media platforms to attract new clients and boost brand visibility.
- Oversaw inventory management, pricing, and customer satisfaction, achieving consistent monthly growth in sales.
- Cultivated excellent client relationships and improved repeat purchase rates through personalized service.
- Ensured clients are engaged through continued awareness and feedback mechanisms.

### Teaching Assistant / Tutor

Peace Ambassador School – Lagos *September 2021 – July 2022*

- Assisted in lesson planning and delivery for students in [subject area, e.g., English or Business Studies].
- Created engaging instructional materials and supported students in understanding complex topics.
- Developed communication, leadership, and organizational skills through daily interaction with students and staff.

## Secretary / Administrative Assistant

ALISHARLEK Nigeria Limited – Lagos

*July 2019 – March 2021*

- Managed correspondence, scheduled meetings, and maintained office filing systems.
  - Prepared reports, managed calls, and provided administrative support to management staff.
  - Ensured efficient day-to-day office operations and client service delivery.
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## Skills

- **Marketing & Sales:** Social media promotion, customer relationship management, and market analysis.
  - **Administrative Skills:** Documentation, data entry, and correspondence handling.
  - **Communication:** Excellent verbal and written communication skills.
  - **Digital Proficiency:** MS Office (Word, Excel, PowerPoint), Canva, and social media tools.
  - **Entrepreneurship:** Creative problem-solving, product promotion, and small business management.
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## Achievements

- Successfully launched and managed a skincare brand with a growing customer base.
  - Maintained active social media presence and good clientele.
  - Improved classroom engagement and student performance as a teaching assistant.
  - Recognized for efficiency and reliability in administrative support roles.
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## Reference

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