

ENIOLA OLUWAPELUMI ADENIYI
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SOCIAL MEDIA MANAGER

A result driven social media strategist with over three years of hands on experience in empowering businesses and brands to thrive and succeed through innovative social media campaigns by enhancing brand visibility and engagement. Proficient in leveraging various social media platforms to drive customer acquisition, foster community engagement and increase sales. Skilled in using analytics tools to monitor performance and refine strategies for optimal impact.

PROFESSIONAL EXPERIENCE

STYLE SPACE AFRICA, Lagos, Nigeria

August 2023 – November 2024

Social media manager – Full Time

Fashion brand

- Successfully boosted social media engagement by 35% in six months through targeted strategies, creative videos and eye-catching designs.
- Created content marketing campaigns that boosted lead generation by 35% and customer acquisition by 10% · Produced over 300 branded videos for social platforms, boosting views by 60%
- Collaborated with product, sales and customer service teams to align marketing content with business goals, boosting customer satisfaction by 15%
- Managed Ad campaign, thereby boosting brand awareness by 65% and increasing followers by 30%

THE VIRTUAL BUDDY, Nigeria.

2022 – 2023

Social media strategist- Remote

Digital marketing agency

- Increased email open rates by 20% and click-through personalized campaigns.
- Created high quality contents, increasing brand visibility and engagement by 25%
- Assisted in marketing strategy and created content outlines.

AADE, Lagos, Nigeria.

2019 -2022

Social media manager- Hybrid

Clothing brand

- Launched products on E-commerce website (Jiji and jumia), which played a key role in a 50% increase in revenue by creating SEO-friendly product descriptions and optimizing user experience

ISSY ATELIER, Lagos, Nigeria.

2024 – Present

Social media handler- freelance

Bespoke tailoring.

- Developed a content calendar system that reduced production timeline by 25% and ensured consistency across social media.
- Established a consistent visual identity, enhancing brand recognition.

· Captured and edited product photos and behind-the-scenes reels.

BLOSSOM MIND CONCEPT, Asaba, Delta state, Nigeria.
Social media handler- freelance
Event management.
· Developed visually appealing content and a cohesive brand aesthetic, leading to a 5% brand awareness.

2024 – Present

THE GRACEOLA
Virtual assistant/content editor-freelance
Personal Brand
· Shot video content and edited using capcut
· Handled administrative tasks such as setting up meetings, Scheduling etc.
· Created content calendars

2024-present

EvolveUpco
Social media Team lead
Creative Agency
· Developed and executed brand-aligned digital strategies for clients in various niches.
· Oversaw Instagram content calendar, curated posts, and monitored audience insights.
· Managed influencer collaborations and optimized reels using CapCut and Canva.

EDUCATION

Adekunle Ajasin University, Akungba, Ondo State, Nigeria
Bachelor of Science in Pure and Applied Psychology,
· Graduated with a Second Class Upper Division.
· Relevant modules; Consumer psychology, Industrial psychology, Statistics

January 2023

Lizben group of schools, Alagbado, Lagos State, Nigeria.
West African Senior School Certificate Examination,
· Graduated “Best Graduating Commercial Student”.
· Top 3 “Best in Writing”

July 2015

CORE SKILLS

· Content marketing and Content creation
· Competent with paid social media advertising.(Facebook, Instagram, Tiktok, Snapchat) · Email marketing
· Graphic design and video editing.
· Community management
· Photography/Videography
· Clear, concise and articulate communication skill

RELEVANT CERTIFICATIONS, COMPETENCIES AND TRAININGS

Certifications
· ALX Virtual Assistant training (ALX)
· Certified Social media marketing specialist (HUBSPOT)

2022
2024

Productivity and Presentation Software

- Google workspace (Doc, Spreadsheet, Presentation and Forms)
- Project Management Software (Notion, Trello, Asana)
- Capcut, Inshot, MailChimp, Substack, Hootsuite, Canva, Meta Business Suite

Trainings

- Employability Skills, Jobberman soft skill training 2022 · Capcut Video Editing for Social Media (Currently enrolled in trainings), James Joab Soren, Hudson Dynamic Lab
- Mastering Social media marketing: Brand building and growth (Currently enrolled in trainings), Meritshot Academy
- Social media graphics design and video editing in canva (Currently enrolled in trainings), Seyman Creative Institute

INTERESTS

Business || Technology || Fashion || Music || Travelling