

## **Vision**

As a passionate and results-driven Social Media Manager, my vision is to help Zadesta Visa Consulting grow its online presence through creative storytelling, authentic engagement, and data-driven strategy. I'm confident my experience managing diverse brands will help Zadesta connect with clients globally and strengthen its digital trust.

## **Scenario 1 – Handling Frustration**

I would calmly respond with empathy, acknowledging the client's frustration and apologizing for their experience. I'd assure them that Zadesta understands their disappointment and will review their case privately through DM or email. Maintaining professionalism and offering clear next steps helps rebuild trust and shows genuine care.

## **Scenario 2 – Negative Public Comment**

This commenter fits the profile of a *troll*. I'd publicly reply briefly and politely, reaffirming Zadesta's credibility with facts (e.g., verified address, testimonials). Then, I'd report or hide further abusive comments. The goal is to protect the brand's image while reassuring genuine audiences that we are transparent and real.

**Email:** baliqees4id@gmail.com

## **PROFESSIONAL SUMMARY**

Dedicated and detail-oriented administrative professional with strong experience supporting executives, managing office operations, and coordinating schedules. Skilled in communication, time management, and social media marketing, with a proven track record of boosting online engagement and streamlining workflows. Seeking an opportunity to contribute to a dynamic organization that values growth and efficiency.

## **EXPERIENCE**

**The Slice Bake, UK** – Social Media Manager and Virtual Assistant (July 2022 – Present)

- Increased customer orders by 40% through community engagement and digital promotions.
- Developed compelling content and campaigns that achieved thousands of organic views.
- Created visual content that showcased product quality and built customer trust.
- Managed multiple social media platforms to boost brand awareness and engagement.

**Office of the Wife of Executive Chairman, Odi-Olowo LCDA, Mushin** – Personal Assistant & Administrative Officer (July 2020 – June 2022)

- Managed executive schedules, arranged meetings, and maintained event calendars.
- Handled internal and external communication, including emails and calls.
- Drafted and edited correspondence, reports, and presentations.
- Coordinated travel logistics and itineraries.
- Supported daily time management and task prioritization.
- Liaised with stakeholders and maintained organized records.

**Ansar-Ud-Deen Secondary School, Ado-Ekiti** – Teacher (NYSC) (August 2019 – July 2020)

- Taught Government to senior secondary students.

- Prepared lesson plans, tests, and evaluated academic performance.
- Contributed to school administration and classroom management.

**Independent National Electoral Commission (INEC)** – Supervisory Presiding Officer  
(March 2016 – November 2017)

- Supervised electoral operations across polling units.
- Trained and guided polling officers.
- Ensured timely distribution and return of electoral materials.
- Coordinated with security and submitted results.

**EDUCATION**

Kwara State University, Malete – B.Sc. Public Administration (2015 – 2019)

**CERTIFICATIONS**

- National Youth Service Corps (NYSC) – 2024 – 2025
- Human Resource Management (Short Course) – July 2022
- Project Management (Short Course) – July 2022
- Certificate of Participation – 21st National Women's Conference (COWLSO) – Oct 2021

**SKILLS**

- Calendar & Email Management
- Appointment Scheduling
- Travel & Event Planning
- Document Preparation & Filing
- Time Management & Prioritization
- Effective Communication
- Problem Solving & Critical Thinking
- Customer Service
- Data Entry & Reporting
- Leadership & Team Collaboration

**TECHNICAL SKILLS**

- Microsoft Word, Excel & PowerPoint
- Social Media Marketing Tools
- Basic Record-Keeping & Filing
- POS System Operation

**REFERENCE**

The Slice Bake, UK