

ADEOLA ENOCH ADEBIMPE

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SUMMARY

Creative Digital Marketing Executive with proven ability of using social media and data-driven analytics to establish a lasting presence in new markets and identifying new opportunities for growth. Skilled in building campaigns using Google Ads, Google Analytics, and various social media platforms. Far-reaching engagement tactics with sound knowledge of keyword research tools and a well-developed critical thinking ability.

SKILLS

- Proficient understanding of social media and its role in building brand awareness and garnering positive media publicity.
- Experience with B2C social media, Google AdSense, Google AdWords and email campaigns and SEO/SEM.
- Perfect knowledge of web analytics tools e.g. (Google Analytics Google Console, Web Trends).
- Excellent understanding of digital marketing concepts and practices.
- Experience using social media analytics tools and the ability to tweak marketing strategies based on findings.
- Ability to create cutting-edge social media and digital marketing content.
- Proficient in Microsoft word, Excel (Pivot table, VLOOKUP) and PowerPoint.
- Knowledge of B2B marketing strategies and tactics and their application in a professional services organization.
- Able to integrate email marketing into other types of online marketing.

EDUCATION

University of Ibadan, Distance Learning, Lagos

Bachelor of Art (B.A) in English

in view

Liberty International Science College, Ido-Ekiti

Senior Secondary School Certificate

2011

CERTIFICATION

Coursera

- Search Engine Optimization (SEO)

In view

Google Digital Garage

- Fundamentals of Digital Marketing.

Dec 2020

YPF Skill Acquisition

- Certificate in Digital Marketing

July 2018

EXPERIENCE

Applistructure Consulting Limited Lekki, Lagos

August 2020- Dec 2020

Social Media Manager/ Data Analyst

- Managed online communications via digital channels to increase brand reputation and SEO for LAWMA Lagos.
- Created, posted and managed updates and responses for all online content on LAWMA social media.
- Analyzed, compiled data, and wrote reports for management.
- Used Excel to create and gather reports with data to present to higher management (Pivot tables, V-lookups, and formulas to manipulate data).

Wigwe & Partners Lekki phase I Lagos

December 2018 – August 2020

Social Media/Office Assistant

- Responsible for storekeeping, documentation & record keeping.
- Utilized my organizational skills to help maximize overall office performance.
- Brainstormed ideas for new ways to engage and reach clients.
- Managed various media accounts to maintain brand image and provide entertaining content for viewers.
- Monitored trends, created and scheduled content calendars in Microsoft Excel and analyzed results.

NAFACEN Family Sangotedo Lagos.

July 2018- December 2018

Media & Communications Intern

- Designed and prepared marketing and communication services and products of NAFACEN.
- Analyzed target audiences, kept abreast of media development, reading market trends and understanding the motivation of members.
- Developed and optimized social media communication by creating engaging content.
- Strategized for effective mainstream and online media presence.
- Ensured availability and quality of the print, outdoor, online, and other advertising training team members on digital media.

Russelsmith Group Lekki, Lagos.

June 2016- July 2018

Hospitality Assistant

- Checked in staff and taking attendance during breakfast and lunch.
- Implemented a change in kitchen items keeping, taking daily inventory.
- Helped in Preparing and maintain purchasing records, reports and price lists.
- Purchased kitchen/restaurant item using negotiation skills and familiarity with what is out.
- Gave a daily report of restaurant items usage.