
Gabriel Olaoluwa

Digital Marketer | Business Developer / Web Designer

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Location: Lagos, Nigeria

PROFESSIONAL PROFILE

An enthusiastic, dedicated, proactive, and self-driven Digital Marketer with Four years of overall digital marketing experience which involves over three years of experience as a Social Media Specialist and three years of SEO/SEM experience.

SKILLS

Search Engine Optimization (SEO), Google AdWords, Google Analytics, Pay-per-Click, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing, Marketing Analytics, Branding, Wordpress, MS Office.

Experience working with tools like Buffer, Zapier, Hootsuite, Adobe Photoshop, Canva, Mailchimp, Hubspot, MS Word, Asana, Slack, Facebook Business Manager, Facebook ads manager, Google analytic, Google search console, Google keyword planner, Corel Draw

Others: Critical thinking and problem solving, Teamwork and collaborations, Professionalism, Communication, Leadership.

EXPERIENCE

Jan 2019 – March 2020

RearGem Synergy Limited (Ogun, Nigeria)

Digital Marketing Manager / Graphic Designer

Tools: Hootsuite, Zapier, Canva, Google analytic, Google search console, Google keyword planner

- Produced, Evaluated, and Improved online campaigns (PPC, FB/IG Ads, Google Ads) to achieve specific targeted results on a total budget of \$3000
- I managed and headed the Marketing team.
- Increased number of product sign-ups by active community building.
- Organized and optimized content for the company's website and social media platforms.
- Implemented new keywords to optimize content and identified new trends to keep brand marketing updated.
- Increased number of active interactions by analyzing preexisting interactions, improving them, and keeping track of all industry trends.

August 2020 – August 2021

Oxford Partners Properties (Lagos, Nigeria)

Digital Marketer / Team lead

Tools: Hootsuite, Zoho, Canva, Google analytic, Google search console, Google keyword planner, Facebook Business Manager, Facebook Ads Manager

- Oversee, plan, and delivered crafted content across different platforms increasing interactions and engagement with the brand.
- Cultivated new leads and sales by developing new paid campaigns and follow-ups strategies.
- Maintained work alignment with the brand's visual aesthetic and tone of voice
- Raised sales by creating and managing retargeting ads
- Improved sales chart by following up leads via social media messaging and emails alongside employing Various social media best practices to ensure the brand stays in line of vision.

August 2021 – 2022

Alliance partners Properties (Lagos, Nigeria)

Digital Marketer

Tools: Buffer, Zoho, Canva, Google analytic, Google search console, Google keyword planner, Facebook Business Manager, Facebook Ads Manager

- I managed all the companies' social media platforms and boosted social media presence by creating content to increase inbound activity and build authority for the company.
- Created and managed paid campaigns to increase traffic to social media platforms to increase active following that in the long run created more prospective customer
- Researched fresh creatives, recommended, and tested new audience categories to enhance and increase reach.
- Improved sales by continuous monitoring analytics and optimizing creatives for social media/Google campaigns.
- Closed more product sales by direct interaction with customers, partners, and prospects

August 2022 – 2025

Piedras International limited(Lagos, Nigeria)

Digital Marketer / Web Designer/ Marketing Head

Tools: Buffer, Zoho, Canva, Google analytic, Google search console, Google keyword planner, Facebook Business Manager, Facebook Ads Manager

- I managed all the companies' social media platforms and boosted social media presence by creating content to increase inbound activity and build authority for the company.
- Created and managed paid campaigns to increase traffic to social media platforms to increase active following that in the long run created more prospective customer
- Researched fresh creatives, recommended, and tested new audience categories to enhance and increase reach.
- Improved sales by continuous monitoring analytics and optimizing creatives for social media/Google campaigns.
- Closed more product sales by direct interaction with customers, partners, and prospects

OTHER EXPERIENCES

Cash Genesis Network - Tech Trainer

Lee Fashion – Fashion Company

Big Taste Fast-food – Restaurant

Peddle Technologies – Software Company

INTERESTS

Major: Social media marketing, Branding, Mobile marketing, Analytics, Search Engine Optimization (SEO), Content Marketing, wordpress, Branding, Graphics, Web designing, Marketing Research

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:Web designing

CERTIFICATIONS

Certificate of Achievement	29 th , Sept. 2019
<i>Digital Marketing Certificate (Young Professionals Forum)</i>	
<i>Digital Marketing Professional Certificate</i> -GOOGLE	
Issued by GOOGLE	16 th , Feb. 2022
<i>Graphics and Branding Certificate (Creo Hub Design Academy)</i>	
<i>Web Design Certificate (Creo Hub Design Academy)</i>	
<i>Product Design Certificate (Hicc Skill Aquisition)</i>	
<i>Adobe After Effect (Adobe Master Class certificate)</i>	

QUALIFICATIONS

Federal University of Agriculture-Abeokuta	2015-2018
<i>B.Sc. Mathematics</i>	