

# OLUWAPELUMI DEBORAH SORUNGBE

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## PROFILE

Results-driven and highly skilled social media/digital personnel with experience in creating and executing data-driven marketing strategies across various online platforms. Demonstrated proficiency in leveraging brand strategy, content creation, content marketing, social media management, and analytics to drive brand awareness, customer engagement, and lead generation. Strong ability to collaborate with cross-functional teams and stay ahead of digital trends to deliver innovative solutions that meet business and brand objectives.

## CORE COMPETENCIES

- **Digital Marketing:** Meta Ads, Email Marketing, Content Marketing, Google Ads, SEO, SEM, Google Analytics.
- **Social Media Management:** Facebook, Instagram, Tiktok, LinkedIn, Content Scheduling (Meta suite, Metricool)
- **Graphic Design & Video Editing:** Canva, Inshot, Capcut
- **Content Creation & Copywriting:** LinkedIn, Amazon Kindle Store
- **Data Analysis & Reporting:** Instagram insights, Google Analytics, Excel
- **Project Management:** Notion
- **Communication:** Strong written and verbal communication skills

## PROFESSIONAL EXPERIENCE

### Digital Marketing & Social Media Management Tutor

Freelance | August 2025 – Present

- Designed and delivered customized training programs covering fundamentals of social media management, digital marketing and content creation for individuals and small business owners.
- Guided learners in developing effective online marketing strategies to enhance brand visibility, audience engagement, and business growth
- Trained clients on the use of social media platforms and digital tools to plan, execute and manage contents effectively.
- Created step-by-step practical assignments and recommend additional resources to ensure hands-on learning.

### OWAMBE ROCKERS

Content and Social Media Personnel

Lagos, Nigeria

January 2025 – Present

- Create, schedule and manage content that resonates with brand identity across various platforms (Instagram and Tiktok).
- Develop and execute social media strategies such as hashtags, post timing, social media trends that increased brand visibility, engagement and followers by 30% in the last quarter.
- Increased followers count from 148k to 149.9k on IG through strategic posting and use of trends.
- Manage influencer marketing campaigns by identifying and vetting relevant creators, negotiating partnerships, and fostering strong relationships to ensure seamless collaboration.
- Oversee campaigns execution and tracked performance metrics, driving increased brand visibility, audience engagement and sales growth e.g., campaign for the movie, *Owambe Thieves*, produced by Nollywood actress- Eniola Ajao
- Monitor analytics and track key performance metrics to optimize content performance and reach.
- Collaborate with other members of staff to drive promotional and brand awareness campaigns.

### Digital Marketing & Graphics Designer

Freelance | July 2024 – October 2024

- Created visually appealing marketing materials, including flyers, infographics, and social media posts, using Adobe Photoshop and Canva.
- Developed strategy and contents tailored for proper brand positioning and voice.
- Created eye-catching portfolios and landing pages for small business owners to provide a good impression on visiting customers.
- Ran paid social media campaigns on Facebook and Instagram, achieving an increase in ROI.

Oluwapelumi Sorungbe

**Content Writer | Remote**  
Freelance | July 2022 – Present

- Write and publish industry-relevant content on LinkedIn, focused on digital marketing, career development, and personal growth.
- Grew personal brand visibility through consistent content creation and audience engagement, with several posts reaching thousands of views and interactions.
- Authored and published informational books on Amazon Kindle Store, covering topics in science, self-help...
- Responsible for end-to-end publishing process including keyword research, writing, editing, design, and digital marketing which has generated personal revenue up to hundreds of dollars.
- Gained hands-on experience in audience targeting, SEO principles, and content strategy through independent publishing and personal branding efforts.

**EDUCATION AND TRAININGS**

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**UNIVERSITY OF IBADAN** **Ibadan, Oyo state**  
*Bachelor of Science (Second Class: Upper division); Major in Microbiology* **2018 -2023**  
• Awards: Awardee, NLNG Undergraduate Scholarship Scheme (2019 - 2023)

**NIGERIAN EMPLOYERS’ CONSULTATIVE ASSOCIATION (NECA) ICT ACADEMY** **Ikeja, Lagos state**  
*Digital Marketing and Graphics Design* **July 2024 – November 2024**  
• Social Media Ads and Marketing      • Content Creation and Copywriting      • Google Ads and Analytics  
  
• Email Marketing      • SEO (Search Engine Optimization)      • Graphic Design using Canva

**COURSES**

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- Udemy- Powerful Social Media Marketing from Beginner to Advance by Maggie Stara
- Udemy- SEO Course 2025 Complete AI SEO Masterclass by Arun Nagarathanam
- Udemy - Alan Sharpe's 30-hr Copywriting Masterclass + ChatGPT tips
- Udemy - Ultimate AI Art Content Creation Course (Generative AI)
- Udemy - 11 Ads Platforms in 1 Course 2025 Learn Paid Advertising