

MOYOSOREOLUWA THELMA FAGUNLEKA

MARKETING STRATEGIST

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 [My LinkedIn Profile](#)

CAREER SUMMARY

Marketing strategist with four years of experience helping businesses optimise visibility and drive engagement across industries. Skilled in brand positioning, content development, and strategy execution to achieve tangible results. While focusing on marketing, I bring a strong understanding of customer experience to enhance overall business success.

WORK EXPERIENCE

Customer Experience/Marketing Intern | Monieworx | December 2023 – March 2024

MonieWorx is a Nigerian crowdfunding platform that provides alternative financing for small and medium enterprises (SMEs) through community-driven investments.

Key achievements:

- Led customer experience strategy, collaborating with product and marketing teams to align tools with user needs.
- Developed a customer journey map, reducing churn by 15% and improving onboarding and engagement.
- Increased customer satisfaction scores by 35% in three months through a new feedback mechanism.
- Managed a weekly newsletter to sustain and engage the community.
- Analysed customer data to create personas and improve user segmentation.
- Piloted a chatbot solution for 24/7 support, enhancing after-hours customer satisfaction.
- Used CRM and analytics to track service performance and drive product improvements.

Communication Strategist Intern | YangaPlug | September 2023– January 2024

Yangaplug is a digital platform offering financial services that simplify transactions, enabling users to make payments and earn rewards.

Key achievements:

- Developed brand strategy using influencer marketing and social media ads to boost visibility.
- Led onsite campaigns targeting students, corps members, and young smartphone users.
- Advocated for customer needs in product updates, partnerships, and user experience improvements.
- Grew the user base from 90,000 to 200,000 through strategic initiatives.
- Increased website traffic by 50% and secured first-page Google rankings via SEO.

- Boosted social media engagement by 22%, driving a 30% sales increase.
- Enhanced user interaction by 300% through strategic campaigns and influencer collaborations.

Social Media Manager | Events by Squire | August 2022 – November 2023

Events by Squire specializes in personalized event planning, transforming unique visions into unforgettable experiences through creativity and meticulous attention to detail.

Key achievements:

- Managed Instagram account and client communications, particularly with brides and team members.
- Created engaging social media content, including videos, to enhance brand visibility.
- Developed and executed content strategies aligned with business goals and audience interests.
- Oversaw monthly social media ad budget, optimising campaigns for maximum impact.
- Increased brand visibility by 40% through strategic social media campaigns.
- Used analytics tools to track engagement, reach, impressions, and conversion rates.
- Established content templates and guidelines to improve quality and consistency.

Communications Strategist | Widespaccs | March 2022 – August 2022

Widespaccs is a startup media company that helps African SMEs build a strong online presence and gain visibility for their work.

Key achievements:

- Secured a content development contract with CJID to communicate their mission.
- Helped Widespaccs rank on Google's first page within four months through SEO-optimised content.
- Built brand identity and shaped the company's communication strategy for consistency.
- Developed brand tone and persona to resonate with the target audience.
- Created tailored copies for niche clients across various industries.
- Managed social media accounts, increasing engagement, sales, and reach by 22%.
- Crafted and edited website content, including SEO-optimised blog articles and CJID's website copy.

VOLUNTEER PROJECTS

- **Wrote and optimised LinkedIn content** for the Yomi Denzel Foundation, enhancing brand visibility and engagement while effectively communicating the foundation's mission to a broader audience. (August - November 2024)
- **Developed and executed a strategic content plan** for Kenab Concepts, increasing social media engagement by 15% and boosting event inquiries by 20% through optimized content and targeted advertising. (March - June 2024)

- **Managed distributor communications** and event planning for Darling's crisis management at Creations Republic, ensuring seamless coordination and a 95% customer satisfaction score. (April- May 2022)
- **Wrote educational content** for Bizz Fora that boosted blog traffic to 1,000 monthly visitors and increased product inquiries by 25%, driving audience growth by 200% through engaging, informative articles. (August- December 2021)

EDUCATION

BSc in Mass Communication, University of Lagos, Nigeria
January 2020 – August 2025
CGPA: 4.30 out of 5.00

SKILLS

- Data Entry & Analysis
- Content Strategy
- Brand Communication & Campaign Management
- Email Marketing & Content Writing
- Customer Relationship Management (CRM)
- Voiceovers

CERTIFICATIONS

- **Social Media Management** - Fashionably Socials, 2025
- **Marketing Strategy**, Illinois Tech, 2025
- **Developing A Social Media Strategy**, Hubspot Academy, 2024
- **Email Marketing**, Hubspot Academy, 2024.
- **Copywriting for Conversions: How to Write Persuasive Content**, 2022
- **The Art of Story Writing** - Kayode Kasum, 2022.

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