

# Akinwusi Arewa-Jesu

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## Digital Marketer & Content Strategist

Creative and results-driven marketer with proven expertise in content strategy, social media management, email marketing, and multimedia production. Proficient in tools such as WordPress, keyword research platforms, and video editing software. Skilled in crafting targeted campaigns that align with brand goals, boost engagement, and drive measurable growth.

## Skills

### Core Competencies and Technical Skills

- Writing and Editing - Blog writing, brand storytelling.
- Paid Advertising - Google Ads, Meta Ads (Facebook and Instagram).
- SEO & Keyword Research - Optimising content for search visibility
- Creative Storytelling & Audience Engagement
- Wordpress Proficiency
- Visual Content Creation - Videography, Canva, Capcut.
- Brand Strategy & Management - Positioning, messaging, audience targeting.

## Experience

### Social Media Manager/Creative Strategist

#### NESTA Workspace | May 2025 - Present

- Shaped NESTA's digital presence by building a relatable brand voice that resonated with remote workers, founders, and creatives in Ibadan.
- Drove community engagement through human-centred storytelling, sparking conversations that made NESTA more than just a workspace.
- Designed and executed content strategies that boosted online visibility and attracted new clients.
- Positioned NESTA as a lifestyle brand by blending productivity and creativity into everyday content.

### Video Content Creator and Content Writer

#### Funny African | July 2024 – December 2024

- Collaborated with the marketing team on the Amartem Softgel sponsorship campaign for Big Brother Naija 2024, developing engaging content to boost brand visibility.
- Generated fresh content ideas to increase social media presence.
- Sourced images and videos to elevate brand identity on Instagram.

- Worked on video promotional content for The Nigeria Idol and Big Brother Naija, sponsored by Amartem Softgel.

### **Video Content Creator and Content Writer**

**The Unisex Mobile Salon** | January 2024 - June 2024

- Created and curated campaign content for International Women's Day (IWD), spotlighting empowerment, inclusivity, and brand alignment with global initiatives.
- Conducted in-depth research on beauty, wellness, and lifestyle trends to create informative and engaging content.
- Executed strategic content planning, aligning with brand objectives and target audience preferences.
- Developed engaging headlines and compelling content to capture the target audience with respect to the above.

### **Sales Agent (Contract)**

**Xend Finance** | February 2022 - April 2022

- Promoted financial savings products to potential clients, increasing customer sign-ups.
- Educated customers on various savings plans, improving understanding and trust in financial services.
- Applied persuasive sales strategies to convert leads into active customers.
- Managed customer inquiries, providing required solutions and ensuring client satisfaction.

### **Media Intern**

**Ibadan Zonal Station, Federal Radio Corporation of Nigeria** | March 2022 - August 2022

- Carried out day-to-day duties such as editing new stories, participating in reportorial activities, vox pop recording and editing, writing and editing feature articles and assisting in the technical studio accurately and efficiently.
- Quickly learned and applied new skills to daily tasks, improving efficiency and productivity.
- Successfully delivered on tasks within tight deadlines.

### **Young People Volunteer**

**UNICEF** | August 2023 - Present

- Member of the panel discussion for the UNICEF Menstrual Hygiene Management (MHM) Campaign, 2023 & 2024.
- Volunteered for MHM sensitisation in primary schools, 2023 & 2024.
- Created awareness content, mobilised students and volunteered for the UNICEF Career Seminar at the University of Ibadan, 2024.
- Volunteered for the World Toilet Day awareness campaign hosted by UNICEF in collaboration with OYORUWASSA, 2024.

## **Education & Certifications**

### **B.A Communication and Language Art (First Class Honours)**

University of Ibadan, Nigeria

Final Year Project: Social Media and Health Information Seeking Behaviour among undergraduates of the University of Ibadan.

**Certifications**

- Digital Marketing Certification - 02 Academy Club, Ibadan.
- HubSpot Digital Marketing Certification
- Google News Writing Certification

**Interests**

- Creative Content Development - Crafting compelling narratives through video, blog writing and storytelling.
- Digital Trends & Strategy - Staying up-to-date on social media trends, viral content and marketing innovation to create engaging content.
- Brand Messaging & Positioning - Helping brands connect authentically with their audience.
- Digital Community Engagement - Building interactive online communities that drive conversions.
- Advocacy & Public Awareness Campaigns - Using media and content to educate and inspire positive change.