

Ayeleke Oluwafemi David

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[Oluwafemi David | LinkedIn](#)

Profile

I'm a motivated and adaptable graduate with experience in product training, community management, and digital marketing. I've developed strong communication and problem-solving skills that help me connect with people, simplify complex ideas, and deliver results. I'm passionate about digital marketing because it allows me to combine creativity with strategy, and I'm eager to keep learning, grow my expertise, and contribute to campaigns that drive measurable impact.

Experience

Research Assistant

Eureka Research Laboratory, Babcock University | **Aug 2024 – May 2025**

- Organized and analyzed data, turning insights into clear reports that supported research visibility.
- Contributed to content structuring for presentations and publications, sharpening communication and storytelling skills.
- Collaborated with colleagues on problem-solving tasks, building teamwork and analytical thinking.

Community Manager (Intern)

Roberts Riches Limited | **Aug – Nov 2022**

- Managed the company's online presence and built engagement across digital platforms.
- Created and shared content that attracted and retained customer interest.
- Responded to customer inquiries, strengthening brand trust and improving user experience.

Digital Marketer

ROC Logistics | **2022**

- Planned and executed digital campaigns that increased brand visibility and customer engagement.
- Created and managed social media content, improving reach and follower interactions.
- Applied SEO strategies and keyword research to optimize online presence.
- Monitored campaign performance with analytics tools and shared insights to improve results.
- Supported lead generation by running targeted ads and engaging with prospects online.

Education

B.Sc. Human Anatomy (Second Class Upper)

Federal University of Technology, Akure (FUTA) | 2024

Digital Marketing Course

Google Digital Garage | 2025

Certifications

- Computer Literacy – CET (2017)
 - Google Digital Marketing Fundamentals
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Skills

- **Digital Marketing:** Content creation, SEO, community management, campaign management, lead generation
- **Tools:** Google Keyword Planner, Google Analytics, HubSpot CRM, Meta Business Suite, Canva, Figma
- **Communication:** Storytelling, client engagement, presentations
- **Core Strengths:** Creativity, adaptability, teamwork, attention to detail