

OREOLUWA OLAYIWOLA

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Professional Summary

I have a knack for storytelling and I sit at an intersection between digital storytelling and building online communities, this has been my driving force in Social Media Management. I am skilled at developing scroll-stopping content, implementing data-driven strategies to drive brand awareness and audience engagement, and analyzing performance metrics to optimize impact. I thrive at testing new waters, setting measurable goals, and fostering collaboration. Adept at working both independently and within teams to align social media initiatives with overarching business objectives.

Core Competencies

- **Exceptional Communication:** Strong oral and written skills to craft compelling messages and engage audiences effectively.
 - **Analytical Thinking:** Detail-oriented with the ability to interpret metrics and deliver data-driven strategies.
 - **Digital Proficiency:** Advanced skills in Microsoft Office tools for reporting and presentations.
 - **Customer Service & Interpersonal Skills:** Savvy at building digital communities and relationships with clients, team members, and stakeholders.
 - **Collaboration & Adaptability:** Expert in collaboration tools such as Google Workspace, thrives in team settings, adapts to fast-paced digital trends .
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Professional Experience

Social Media Manager and Content Creator

J28clothings | December 2021 - March 2024

- Managed social media and content strategy, growing engagement by 30%.
- Ran targeted social media ads to drive traffic, boost product visibility, increase sales, and for curated campaigns.
- Coordinated influencer partnerships and user-generated content to boost brand visibility.

- Increased Instagram following organically and optimized website for sales.
- Set up and managed the brand's website to streamline online shopping and boost sales.
- Tracked analytics to refine strategy and improve campaign performance.

Social Media Manager

VeloxPayments | Canada, Remote | April 2024 - April 2025

- Developed and executed social media strategies to achieve brand goals, resulting in growth in follower count.
- Crafted and managed comprehensive content calendars for Instagram, Twitter, LinkedIn and TikTok, ensuring alignment with brand's tone and voice across all platforms while increasing audience engagement.
- Monitored social media analytics and optimized content strategies based on performance data.
- Collaborated with cross-functional teams to align social media efforts with marketing campaigns.
- Engaged with online communities to foster brand-user relationships and improve brand loyalty.
- Conducted competitor analysis to identify trends and opportunities for growth.
- Maintained detailed records of campaign performance, delivering actionable insights for future campaigns.
- Supported the team with administrative tasks, ensuring seamless campaign execution.

Certification

Social Media Marketing

HubSpot Academy

Technical Skills

- Collaboration Tools: Google Workspace, Slack, Microsoft Office Suite
- Analytics Platforms: Google Analytics, Meta ads
- Content Creation tools: Canva and Capcut
- Sheduling Platforms: Hootsuite, Metricool

- Social Listening tools: Google alerts, Hubspot, Quora, Reddit
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Soft Skills

- Excellent written and oral communication skills
 - Creativity, Content development and curation
 - Organization and Time management
 - Analytic and strategic thinking
 - Collaboration and Adaptability
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Achievements

- Aligned with multiple teams to run social media campaigns that boosted app downloads, transaction volume and engagements by 50% in 3 months.
 - Consistently exceeded engagement targets by developing innovative content strategies.
 - Collaborated with cross-functional teams to execute a campaign that built a strong sense of community among individuals whose loved ones had emigrated.
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References

Available upon request.