

ANUOLUWAPO ADESEUN

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D.O.B: January 27, 1993

SUMMARY

Media savvy communications enthusiast with interests, experience and proven skills in content curation, social media management and community management. Certified digital marketing professional adept at media buying, analysis, reporting and search engine optimization.

Teachable, skilled, attentive, and result-driven.

EDUCATION

BSC MASS COMMUNICATION | 2014 | REDEEMER'S UNIVERSITY

- Co-authored 'Selling Newspaper to Free Readers: Characteristics and Correlates of a New Buying-and-Selling Behavior' published by Global Journals Inc. (USA).

WASSCE | 2010 | ORITAMEFA BAPTIST MODEL SCHOOL, IBADAN

PROFESSIONAL TRAINING

- New Horizons Computer Learning Centers: Customer Relationship Management (October/November 2015)
- Wild Fusion Digital Center: 7-Week Internship Program (Jan - March 2018):
 - 7 weeks of intensive digital marketing training with a Digital Marketing Professional Certificate
 - Fundamentals of digital marketing as well as proficiency in a range of Google Online Advertising tools and other relevant digital marketing tools and applications.
 - Gained a firm understanding of "Glocal" Digital Marketing best practices, research, strategy, and a diverse range of Social Media.
 - Developed the ability to make informed business decisions using analytics
- The Fundamentals of Digital Marketing 2021
- Google AdWords, Search and Mobile Advertising 2018
- Google Analytics Individual Certification 2018
- Twitter Flight School 2018
- Facebook Blueprint 2018
- Phillips Consulting Limited (PCL): Digital Marketing (November 3 -6 2019)

EXPERIENCE

SOCIAL COMMUNITY LEAD | BUSINESSDAY MEDIA, LAGOS | MAY 2018 – DECEMBER 2020

- Effective management of the official twitter account of BusinessDay Media where readers get up-to-date news. I also provided live coverage (Twitter and Instagram coverage) for events organised by the company or events where BusinessDay Media were media partners.
- Effective management of the company's official LinkedIn page
- Effective management of BusinessDay Media's email marketing where I sent out daily newsletters to the company's email database and the company's marketing campaigns

- Handled the company's WhatsApp for Business platform where I sent out morning and evening news updates to subscribers before moving to Telegram where I also sent out news updates.
- Basic designing skills

CONTENT CURATOR | ICONWAY MEDIA, LAGOS | OCT 2016 – JAN 2018

- Gathered and edited news stories for Nigerian Monitor, an online news platform. I also developed content around trending news.
- Monitored the site's traffic via Google Analytics and Alexa.
- Posted on the site's social media pages (Facebook, Twitter) to drive engagement.

NYSC INTERN | NEW DAY COLLEGE, LAGOS | NOV 2014 - OCT 2015

- Taught the senior secondary 1&2 students Agricultural science & government.
- Taught the junior secondary 1-3 students Agricultural science.
- Served as class teacher for JSS 2 class.

INTERN | NIGERIAN TELEVISION AUTHORITY | JULY 2013 - AUG 2013

- Responsible for gathering news that was used in different news bulletins
- Conducted Vox pops on topical issues that were useful in news broadcasting.

KEY SKILLS

COMMUNICATION

- Good command of verbal and written English
- Effective communication
- Content creation

MANAGEMENT

- Customer service
- Time management
- Relationship management
- Online Reputation Management
- Negotiation
- Display of common sense

TECHNOLOGY

- Microsoft Office Suite: Word, Excel & PowerPoint
- Google analytics, Adwords
- Web content management
- Social media management
- Search Engine Optimization

INTERESTS

- Music
- Movies
- Football
- Media

REFERENCES

Available on request