

LAMIDI-OSENI OMOLARA RASHIDAT

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CAREER OBJECTIVE

Dedicated communicator and highly skilled in interpersonal communication. Knowledgeable in the use of social media marketing tools, looking forward to enhancing my skills and utilize my abilities to perform effectively.

Interest: Digital Marketing, Communications, Brand Management, Marketing

EDUCATION

B.Sc., Mass Communication, Lagos State University, Ojo, Lagos. (2019)

PROFESSIONAL EXPERIENCE

PRIORITY COMMUNICATIONS LIMITED

JAN 2021

Business Development Officer

- Worked as the account officer for over fifty (50) customers and new prospects.
- Pitching products and services to customers.
- Researching organizations and individuals online (especially on social media) to identify new leads and potential new markets.
- Liaise, inform and advise them on the product and services.
- I and my team plan and oversee new marketing initiatives.
- Attend conferences, meetings, and industry events.

146 BATTALION, EBURUTU CANTONMENT, CALABAR, CROSS RIVER (NYSC) JUN 2019 - MAY 2020

- Served under the Directorate of Public relations in the unit.
- Prepared publications to be issued out in different departments.
- Served as the Personal assistant to the office of the Commanding Officer.

MADE IN NIGERIA ONLINE STORE

JAN - JUN 2019

Digital Marketer

- Worked with the social media management team to enhance productivity and measure the social media presence of our client businesses.
- Developed and created ads for engagement, reach and feedback for small scale businesses using platforms such as Facebook, Twitter and Instagram
- Managed accounts to listen, respond and engages the audience.
- Creating contents to boost customer's relationship through engagement

BOND FM (92.9), IKEJA, LAGOS

JUN – DEC 2018

News and Current Affairs Desk Intern

- Developed news contents daily which increased listeners to stay put to the station.
- Gained knowledge on sourcing and editing news stories.
- Writing news stories and press releases.

LADUNS RESOURCE, LAGOS

Sales Representative

- Developed and implemented an aggressive sales campaign by gathering market trends which resulted in a significant increase in target quota.
- Maintained productive working relationship with customers- which increased the customers base by 30%

VOLUNTEER

DATA ENTRY ASSISTANCE – HITSCENE

Aug 2021

- Helped input accurate records
- Ensure vendors records are up to date
- Research

PROJECT

TREFORD PRODUCT MARKETING BOOTCAMP CASE STUDY

- I worked on Qnet Mobile App Community building strategy which was successful.
- I was responsible for carrying out User personae research for the product
- I was responsible for Email Marketing which improved and grow our community.

CORE SKILLS

- Research
- Copywriting
- Effective Communication Skills
- Emotional Intelligence
- Team player

TRAINING AND CONFERENCES

Treford Product & Growth Marketing Bootcamp
Accelerate By Slatecube Digital Marketing
Jobberman Soft Skills

2021

2020

2020

CERTIFICATION

Product Marketing Certification
Certified Product Marketing Manager

2021

REFERENCE

AVAILABLE ON REQUEST