

MAYOKUN ADEBIYI

OBJECTIVE

I am an optimistic, innovative and creative person, who is always willing to learn.
To join an organisation that aims to make a positive difference in the Nigerian labour market based on reliable data and analysis. Looking to leverage my skills and knowledge in the research and analytics field.

SKILLS & ABILITIES

- Languages – English (*Fluent*), Yoruba (*Basic*), French (A2)
- Intermediate - Python
- Comprehensive use of Power BI, IBM Watson, SPSS and NVIVO (Quantitative and Qualitative analysis)
- I.T Skills- Comprehensive use of all the Microsoft Office applications and an avid user of the internet
- Interpersonal skills (internal & external), team work,

EXPERIENCE

BRAND AND MARKETING COMMUNICATION EXECUTIVE, INLAKS LIMITED

October 2018- Present

- Communicate with our agencies on various projects to develop, implement and execute initiatives and campaigns.
- Manage the Inlaks Nigeria and Ghana websites.
- Create content for the quarterly newsletter
- Content creator for 3 brands social media platforms
- Analyse and identify possible trends to follow and promote internally.
- Conduct and analyse internal and external customer surveys

NATIONAL YOUTH SERVICE CORPS (NYSC)- INLAKS LIMITED

December 2017 –September 2018

PRODUCT CAMPAIGNER- N2O BRAND ACTIVATION AGENCY

August 2016 – October 2017

EDUCATION AND QUALIFICATION

UNIVERSITY OF KENT- UNITED KINGDOM- 2013-2017

Social Sciences BSc. (Hons)

UNIVERSITY OF KENT- UNITED KINGDOM- 2012- 2013

International Foundation Programme-(Law)

ATLANTIC HALL SECONDARY SCHOOL- NIGERIA- 2006-2012

W.A.E.C & IGCSE 'O' Levels

CERTIFICATION

GOOGLE ANALYTICS FOR BEGINNERS

ADVANCED GOOGLE ANALYTICS (IN PROGRESS)

PCAP – CERTIFIED ASSOCIATE IN PYTHON PROGRAMMING (IN PROGRESS)

UDACITY Nanodegree (in progress , completion date October 30)

DATA SCIENCE FOR BUSINESS (DSBIZ CERTIFICATION – IBM DIGITAL -NATION AFRICA)

References available upon request

