

TRUST ADEKOYE

Iyana-Ipaja, Lagos State, Nigeria

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Professional Summary

Versatile Digital Marketing Specialist offering years of experience in Social Media Management, Search engine optimization, Email Marketing and Content Marketing.

Accomplishments

- Developed a social media marketing strategy that generated leads for a startup.
- Worked within a team to redesign a website and optimize its content for search engines to effectively crawl and index.
- Developed clear call to actions on the website and social media copies, delivering a 50% uplift in leads.
- Increased website traffic from 0 - 50% by creating and implementing an SEO strategy.
- Created an effective paid Facebook/Instagram advertising campaign which generated over 20,000 impressions and reach.

Skills

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|---------------------|--|
| • Content Marketing | • Customer Relations |
| • SEO | • Data Analysis |
| • Digital Strategy | • Web Development |
| • Email Marketing | • Microsoft Office Packages |
| • Google Analytics | • Excellent Oral & Written Communication |
| • Product Research | • Teamwork |
| • Graphics Design | |

Work History

Digital Marketing Manager

Mar 2022 - Feb 2023

FixCenter Services Limited (FCT, Abuja)

- Completed competitive research and benchmarking to further understand target audience and goals.
- Communicated with target audience on social platforms to help grow total followings from 700 to over 1000.
- Created social content for Instagram/Facebook using a content calendar.
- Worked closely with the support manager to represent the voice of the customer to generate new blog post ideas and amplify those posts on social media.

Social Media Manager (Contract)**Feb 2022 – April 2022**

Citytours Limited (Lagos, Nigeria)

- Managed client's social media accounts and optimized them for better indexing by search engines.
- Worked directly with company's marketing manager by developing a comprehensive content strategy.
- Increased online sales by 50%.

SEO Content Writer Intern**May 2020 – Aug 2020**

DrugStore Nigeria (Lagos, Nigeria)

- Reviewed the company's website for better indexing by search engines.
- Developed contents tailored to the company's target audience to create engagements.
- Sent out newsletters weekly and assessed data using google analytics.

Publicist (Contract)**Feb 2018 – May 2021**

Epiphanic Promotions and Entertainment (Lagos, Nigeria)

- Involved in social media campaigns for Pat Utomi.
- Involved in Talent Management of music artist Kamar Tachio and social media publicity.
- Involved in Talent Management of Award Winning Actor Matilda Lambert.

Education

B.Tech: Animal Nutrition and Biotechnology**2021**

- Ladoke Akintola University of Technology, Ogbomoso Oyo State.

SSCE**2015**

- UPSS, Benin City, Edo State.

Certifications

Certificate of National Service (NYSC)

2023

Fundamentals of Digital Marketing (Digital Garage)

2022

SEO Training Course (Moz)

2017

Facebook for Journalism (BluePrint Learning Academy)

2017

Certified Microsoft Office Specialist (CERTIPORT)

2014

Referees

Available on request.