

ADENIYI ADERINKOLA

GMT+1 / WAT | Open to Fully Remote Roles

☎ +234 811 374 9711 | +234 817 991 9341

Email: aderinkola19@gmail.com

SUMMARY

A Social Media Manager and Virtual Assistant with 5+ years of experience creating and implementing successful social media strategies and providing remote administrative support. Skilled in generating engaging content, managing online communities, coordinating digital tasks, and monitoring performance metrics to optimize brand visibility and audience engagement. Proficient in social media analytics, virtual communication, email management, online research, scheduling, and digital productivity tools. Also skilled in graphic design, IT analytics, system administration, and service management, with strong troubleshooting, organization, and problem-solving abilities.

EXPERIENCE

Social Media Manager, CREST GLOBAL PARTNERS & BOOKING CORPS (Jan 2024 - Present)

- Develop and implement social media strategies aligned with business objectives, brand positioning, and audience needs.
- Plan, create, edit, and publish engaging content across multiple social media platforms.
- Monitor SEO, web traffic, audience insights, and social media metrics to improve digital performance.
- Conduct market, competitor, and audience research to identify trends and guide content strategies.
- Manage online communities, respond to enquiries, engage followers, and provide remote customer support.
- Develop promotional initiatives to strengthen brand awareness, audience engagement, and customer relationships.

Content Creator & Social Media Management, MKH PROPERTIES LTD (Nov 2022 – Dec 2024)

- Executed digital and print marketing content to strengthen brand visibility and support business growth.
- Created engaging marketing copy and collaborated remotely with designers to maintain consistent brand content.
- Managed daily social media operations, including content planning, scheduling, publishing, and community engagement.
- Increased social media visibility by 3,000% and managed an online community of over 10,000 clients.
- Used creative problem-solving, teamwork, and customer service skills to strengthen brand perception and audience relationships.

Virtual Assistant, BRAND ARCHITECT NG (Aug 2021 – Oct 2022)

- Provided remote administrative and virtual support, managing emails, schedules, documents, and routine business tasks.
- Coordinated client communication, responded to enquiries, and provided timely customer support through digital channels.
- Maintained digital records, organized files, and prepared reports, correspondence, and business documents.
- Supported social media management, content scheduling, online research, and other digital marketing activities.
- Assisted with task coordination, follow-ups, and day-to-day operations using remote collaboration and productivity tools.

Digital Marketing Executive, GREEN BLISS PROJECT (Jan 2020 – July 2021)

- Developed and managed cost-effective Facebook advertising campaigns to promote services and drive customer acquisition.
- Reached over 102,000 people within 10 days through a targeted Facebook campaign that generated online sales.
- Created audience-focused marketing content across social media platforms to increase brand awareness and engagement.
- Monitored campaign performance, audience behavior, and digital metrics to identify optimization opportunities.
- Supported customer acquisition and brand growth through targeted digital marketing strategies and remote campaign management.

CORE SKILLS & TOOLS

Content Writing | Brand Strategy | Digital Marketing | Social Media Marketing (SMM) | Search Engine Optimization (SEO) | Problem Solving | Meta Ads Manager | Google Ads Manager | Apollo | Lusha | Webflow | Figma | WordPress | SimpleSite | HubSpot CRM | Yoast SEO | Ubersuggest | Google Analytics | Microsoft Office Suite (Word, Excel, PowerPoint) | Google Workspace | Microsoft Teams | Slack | Canva Pro | ChatGPT | Copilot | Google AI Studio | Adobe Express | InVideo.io | Systeme.io | Perplexity AI | InShot | CapCut Pro | Notion | Bubble.io | Chatbase.co | Zoom | Zapier.

EDUCATION

- **B.Sc. Computer Science** (second class upper division) — Summit University, Offa, Kwara State – 2020
-
-

REMOTE WORK STRENGTHS

- Experienced in working remotely and independently managing social media accounts, content, and digital tasks.
 - Skilled in virtual communication, online collaboration, and coordinating tasks with clients and team members.
 - Proficient in virtual assistance, email management, research, scheduling, documentation, and follow-ups.
 - Experienced in remote content planning, creation, scheduling, publishing, and community management.
 - Proficient in using digital tools for social media management, communication, project coordination, and productivity.
 - Adept at providing remote administrative support, managing multiple tasks, and meeting deadlines with minimal supervision..
-
-

ACCOMPLISHMENTS

- Managed an online community of over 10,000 clients while strengthening engagement and customer relationships.
 - Developed and executed digital marketing strategies that improved brand awareness, audience growth, and customer acquisition.
 - Provided remote virtual assistance, including administrative support, email management, online research, documentation, and task coordination.
 - Coordinated digital campaigns, content calendars, promotional initiatives, and community management across multiple social media platforms.
 - Reached over 102,000 people within 10 days through targeted Facebook advertising that generated online sales.
-
-

HOBBIES AND INTERESTS

- Photography | Content Creation | Exploring Tech Trends | Personal Development

References:

- Available on request