

AYOBAMI AKANGBE

23, SANJO-FATOKE STREET, AJASA COMMAND LAGOS, NIGERIA

+2349013328186 | +2348189710051 | COMRADEAYOBAMI@GMAIL.COM

LinkedIn: <https://www.linkedin.com/in/ayobami-damilola-akangbe>

BACKGROUND

Dedicated and results-driven social media professional with 5 years of experience in creating engaging content, managing online communities, and driving brand growth. Skilled in social media strategy, content creation, and analytics.

GOALS

- Expand social media expertise through innovative strategies
- Develop and execute data-driven social media campaigns
- Boost online engagement and brand awareness
- Increase Followers by 55% and engagement by 65% within 6 months

EDUCATION

BACHELOR OF SCIENCE IN POLITICAL SCIENCE

National Open University of Nigeria, 2014 – 2018

- Relevant coursework: Political Behavior, Contemporary Political Analysis and Structure of the International System
- Member of International Association of Political Science Students (IAPSS)
- Second Class Upper

EXPERIENCE

CONTENT/SOCIAL MEDIA & VIDEO PRODUCTION SPECIALIST | GIGS TRAVELS

LAGOS, NIGERIA | JAN 2025 – JAN 2026

SOCIAL MEDIA & CONTENT RESPONSIBILITIES:

- Developed and executed comprehensive social media strategies to grow GIGS Travels' online presence.
- Created compelling content, managed campaigns, and analyzed performance data for optimization.

- Served as the primary point of contact for both online and walk-in clients, ensuring a consistent and premium customer experience.
- Design and implement webinar registration funnels, ensuring a seamless user journey from sig-up to attendance
- Managed end-to-end sponsored ad campaigns, including budget allocation and lead tracking to optimize marketing spending.
- Oversee all digital correspondence, providing timely and professional response to comments and DMs to convert inquiries into leads.
- Lead the Media and Marketing department, synchronizing team efforts to meet company branding and growth objectives.
- Managed professional studio setups for clients, overseeing technical requirements and environments aesthetics

Key Growth Metrics:

- Increased Instagram followers by 64%
- Boosted X (Twitter) followers by 75%
- Grew YouTube subscribers by 89%
- Expanded TikTok presence by 57%
- Enhanced overall engagement by 70%

Video Editing & Production (Subsidiaries: *Your Travel Padi & Travel Tori*) – Feb 2025 to Jan 2026:

- Edited and produced high-quality travel videos, promotional clips, and storytelling content for Your Travel Padi and Travel Tori brands.
- Handled color grading, sound enhancement, transitions, captions, and motion graphics for social media content.
- Collaborated with the creative team to maintain consistent visual style across both brands.
- Delivered fast-turnaround edits for TikTok, Instagram Reels, YouTube, and paid campaigns.
- Filmed on-site travel experiences, testimonials, and behind-the-scenes content to support marketing campaigns.

SOCIAL MEDIA MANAGER | AFRICA ENTERTAINMENT TV

LAGOS, NIGERIA, AUG, 2022 – FEB, 2024

- Developed and implemented strategic social media plans to strengthen brand visibility.
- Created engaging content and analyzed performance metrics to guide optimization.

Achievements:

- Increased Instagram followers by 47%
- Boosted X (Twitter) followers by 64%

- Grew YouTube subscribers by 74%
- Expanded TikTok audience by 44%
- Enhanced overall engagement by 56%

SOCIAL MEDIA MANAGER | REMOTE | BUSINESS GROWTH SUMMIT

LAGOS, NIGERIA JUN 2022 – AUG, 2022

- Managed and executed a comprehensive Twitter (X) strategy.
- Conducted analytics reporting and supported cross-team marketing efforts.
- Established platform guidelines and mentored junior team members.

Achievements:

- Increased Twitter engagement by 25%
- Achieved 1 million impressions monthly

SKILLS

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| • Content Creation & Writing Skills | • Adobe Lightroom Expert |
| • Digital Marketing & Analytics Skills | • Adobe Photoshop Expert |
| • Social Media Strategist | • Microsoft Word Expert |
| • Community Management & Communication skills | • Mobile Phone Editing Expert (Snapseed) |
| • Graphic Designer (Canva) | • Photography |
| • Digital content creation and sharing (Wikimedia Commons contributor) | • Mobile Video Production Skills |
| • Geographic Information Systems (GIS) and mapping (Google Maps contributor) | • Capcut Expert |

CERTIFICATIONS

- Certified in Artificial Intelligent Career Essentials (AICE) | ALX Africa | 2024
- Certified in Inbound Marketing | HubSpot Academy | 2023
- Certificate of Participation in Digital Marketing | Christ Treasure Center | 2020
- Certificate of participation in Lagos Municipalities | Wikimedia commons | 2019
- Certificate of Participation in Graduate Employability Skills | IHTIL COACHING | 2019

PROFESSIONAL AFFILIATIONS

- Distinguished Member of the Nigeria Photography Classroom (NPC)
- Contributor, Wikimedia Commons (Volunteer)
- Google Maps Contributor (Local Guide)

HOBBIES/INTERESTS

Photography, Filming, Reading, Playing Football, Listening to Music, Advocacy and attending socials

PUBLICATIONS

- HOME MUSEUM | LAGOS PHOTO FESTIVAL 2020 | www.homemuseum.net
- WENAIJA PHOTO-CONTEST | NIGERIA SOLIDARITY SUPPORT FUND 2021 | <https://nigeriasolidarityfund.ng/programs>

AWARDS & RECOGNITION

- Overall Best Staff of the Mid-Year | GIGS Travels (2025)
- Most Productive and Efficient Staff | GIGS Travels (2025)

COMMUNITY INVOLVEMENT

- Active contributor to Wikimedia Commons, sharing knowledge and resources with the global community
- Active contributor to Google Maps, enhancing local business listings and map accuracy.