

Brand, Content & Social Media Strategist



ABOUT ME

A creative and data-driven brand, content & Social Media Strategist, with over three years of hands-on experience driving digital growth across music, lifestyle, fashion and commerce.

Highly skilled in crafting rollout strategies, executing performance driven campaigns and translating culture into content that connects.

Proven ability to generate ideas and devise strategies that bring attention, generate audience engagement, and also analyze performance metrics that help brands understand and build strong online communities.

Location | Lagos, Nigeria

Age | 25 years old

Experience | 3+ years

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@hay_why_re on TikTok

Afolayan Ayodeji

EDUCATION

First Apex Secondary School	2010 - 2016
University of Lagos Bachelor of Pharmacy	2017-2024

WORK EXPERIENCE

FLO 2024 - 2025

Brand, content and social media strategy

Created structured content plans to drive engagement and visibility.

Developed and executed social media campaigns aligned with brand positioning.

JAY MUSIC EMPIRE 2023

Social Media & Content Strategy

Oversaw content planning from ideation to execution.

Managed social media direction and content rollout.

CHOCOLATE CITY 2023

Photographer & Content Strategist

Developed visual and content direction for songwriting team working on a flagship Artiste's album

EJOYA 2023

A&R and member of strategy team

Contributed to rollout strategy and positioning for a multi-artiste project.

Supported content and audience engagement planning across campaign phases.

URBAN FITS 2023

Content strategy & Creative Direction

Organizing release campaign of fashion brand.

Creative direction of the brand's fashion campaign and handling targeted social media rollout.

VITAL PRODUCTS PLC 2022

Product content creator

Creating image catalogue for company website

Freelance & Independent Roles

Various projects

Designed and executed a TikTok rollout strategy that generated ~1000 UGC videos in ~1 month.

Led social media rollout for an artiste contributing to 250,000+ streams on streaming platforms.

Managed instagram targeting and paid ads delivering 1,000+ new followers in ~3 weeks.

CORE SKILLS

Content strategy

Social Media Campaign and Analytics

TikTok Growth & UGC Activation

Digital rollouts & Audience Targeting

Brand Storytelling & Marketing

Photography