

AKINYEYE BLESSING OLAMIDE

Social Media manager & AI strategist

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Professional Summary

I am a highly creative and Results-driven **Social Media & AI Strategist** with a dynamic background spanning digital marketing, sales, customer relations, and administrative operations. Adept at crafting Engaging content that resonate with my audience and solely focus on building brands visibility, fostering meaningful connections and strategically converting followers into loyal fans With a keen eye for trends and data driven insights. Known for a **strategic mindset, innovative approach, and the ability to build meaningful connections between brands and their audiences** that drives measured business growth.

Professional Experience

Community content manager, HARTWELL GLOBAL	08/2026 – Present Ghana
- Supported the management of an applicant community of 457 members, creating content and engagement activities to keep members informed and participating throughout the selection and cohort process - Developed content pillars and engagement recommendations covering community connection, interactive engagement, micro-value, cohort anticipation, and important community information. - Monitored community activity, including participation, poll responses, member questions and increased participation rate by 90.4%	
Social Media and Brand Strategist, Freelance	09/2022 – 08/2023 Akure
- Developed visual assets including banners and logos that align with brand identity and marketing goals, enhancing overall brand consistency across social media platforms. - Created visually engaging designs tailored for digital channels to support campaign messaging and boost audience engagement. - Collaborated closely with clients to understand their brand vision and translate it into effective, eye-catching graphics. - Integrated design elements into broader social media strategies, ensuring cohesive storytelling and brand presentation.	

Education

Bachelor degree (B.sc) in Microbiology, Federal university of oye-ekiti (FUOYE)	2020 – 2024 Ekiti, Nigeria
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Skills

- Social ads manager - Attentive to details - website Audit - Community management	- Brand management - Social media strategy - Time management
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Language

English	Spanish
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Projects

Strategic Content Calendar

- Designed a comprehensive 30-day content calendar for a luxury wig brand, aimed at increasing brand visibility and customer engagement across Instagram, TikTok, and Facebook.
- Developed a balanced mix of content including product showcases, tutorials, user-generated content, behind-the-scenes storytelling, and promotional campaigns.
- Incorporated audience insights and platform analytics to schedule posts during peak engagement times, ensuring maximum reach and consistency.

Customer Avatar Design

- Developed comprehensive customer avatars through detailed market research, competitor analysis, and targeted audience surveys for a luxury wig business.
- Mapped key demographics, psychographics, pain points, motivations, and purchasing behaviors to create multi-dimensional buyer personas.
- Identified distinct customer segments to enable more focused, personalized marketing strategies and messaging, brand relevance, and conversion

Reference

Available upon request