

AYOMIDE FOLASHADE BALOGUN

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7, Ashabi Taiwo, Ogba, Lagos

WORK EXPERIENCE

Bluefield Academy
Apr 2026 – Till date

Assistant Teacher

Currently assist with lesson preparations and classroom activities while supporting students with their academic work, providing individual guidance, and maintaining a positive and engaging learning environment.

Shortcaike Beauty
Stores
Mar 2022 – Feb 2026

Social Media Manager/Content Manager

I played a crucial role in enhancing the company's online presence, engaging audiences, and promoting film projects. I developed and executed tailored social media strategies, created compelling content, and managed targeted email marketing campaigns to boost engagement, reach, and audience retention.

Muhri International
Television (MITV)
Aug 2025 – Oct 2025

Media Production Intern

Supported the morning show team by preparing guests, coordinating segments, and assisting backstage during live recordings. I also received hands-on training in camera operations, production flow, and broadcast standards, which strengthened my understanding of professional media production.

Createen Media
Sept – Dec 2023

Social Media Manager/Content Manager

I analyzed audience engagement metrics to refine strategies and ensure content resonated with viewers. Also created and implemented social media strategies tailored to the company's brand, developed compelling content.

Limelight Media
Aug 2023 – Oct 2023

Media Internship

I was actively involved in content creation, where I developed write-ups that aligned with the organization's objectives. I contributed innovative ideas that enhanced our campaigns and wrote engaging radio jingles to capture the audience's attention. Additionally, I coordinated with content creators, successfully reaching out and collaborating with them for a comprehensive and impactful campaign.

ACADEMIC QUALIFICATIONS AND PROFESSIONAL CERTIFICATIONS

B.Sc. in Mass Communication

Redeemers University 2021 – 2025

Certification in Email Marketing

eMarketing Institute – 2026

Certified Secure Computer User (CSCU) – 2025

Certification in Virtual Assistance

Vsavvy Academy – 2025

Advanced Business Application with Microsoft Excel and Project Management Certifications (PMI's CAPM) – 2025

PROJECTS

- **Feature Articles:** Authored two insightful feature articles for a leading newspaper, contributing to its editorial content.
- **Traffic Design:** Created a comprehensive traffic design for a major project, improving visual communication and user experience.
- **Social Media Management:** Collaborated with a team to manage CRM social media accounts, enhancing online engagement and brand presence.
- **Marketing Advertisement:** Wrote and directed a script for a marketing advertisement, leading to a successful promotional campaign.

SKILLS

Email Marketing

Research Skills

Critical Thinking

Communication Skills

Creative Skills

Content Planning

Social Media Marketing

Customer Service

Organizational Skills