

EFUNNUGA MIRACLE OMOLABAKE

Sales Analyst, Biologist, Digital Marketer

B.sc APPLIED ZOOLOGY & ENVIRONMENTAL BIOLOGY

5, Soji Sobo Close, Oko Oba, Agege, Lagos Nigeria

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Summary of Qualifications

A highly motivated and analytically driven Digital Marketing professional with a multidisciplinary background in Biology and Sales Analysis.

I bring a distinctive combination of scientific rigor, commercial awareness, and digital expertise to every engagement. Proficient in developing and executing data-informed marketing strategies that enhance brand visibility, drive audience engagement, and deliver measurable results.

Committed to leveraging my diverse academic and professional experience to contribute meaningfully to forward-thinking organizations.

Core Skills

Digital Marketing

- Social Media Marketing & Management (Instagram, LinkedIn, Facebook, TikTok, X)
- Content Creation & Strategic Copywriting
- Search Engine Optimisation (SEO) & Search Engine Marketing (SEM)
- Email Marketing & Automation
- Paid Advertising — Google Ads & Meta Ads
- Campaign Planning, Execution & Performance Tracking
- Google Analytics & Meta Business Suite
- Brand Strategy & Digital Identity Development
- Audience Segmentation & Consumer Behaviour Analysis
- Community Management & Online Engagement

Sales & Data Analysis

- Sales Data Interpretation & Reporting
- Market Research & Competitive Intelligence
- Microsoft Excel & Data Visualisation

Biology & Scientific Background

- Research Design & Scientific Methodology
- Technical Report Writing & Documentation
- Precision, Attention to Detail & Evidence-Based Thinking

Soft Skills

- Professional Communication & Presentation
- Critical Thinking & Problem Solving
- Cross-functional Team Collaboration
- Adaptability & Deadline-Oriented Work Ethic

Work Experience

Sales Analyst Assistant

August 2025 – April 2025

SEGANIK FOOD, BAKERY & CONFECTIONERY. Agege, Lagos

Responsibilities:

- Accurately record and input daily sales figures into company databases or sales tracking systems.
- Assist in analyzing sales trends, comparing current data to previous periods, and identifying patterns in product performance.
- Track bakery inventory levels to ensure products are consistently available for sale, and report any discrepancies or stock shortages.
- Gather and analyze customer feedback to provide insights into popular products, customer preferences, and areas for product improvement.
- Prepare daily, weekly, and monthly sales reports for senior management, highlighting key sales metrics, trends, and performance against targets.
- Assist in tracking and updating pricing for bakery products in line with promotional campaigns or market changes.
- Monitor the success of sales promotions or discounts, measuring the impact on bakery sales and customer engagement.

Aquatic Biology Intern

October 2023 – January 2024

Lagos State Ministry of Agriculture (Farm Service Centre), Lagos State.

Responsibilities:

- Sorting of Fishes in the pond to prevent Cannibalism
- Spawning the Fishes (Adult Male & Female) for Reproduction
- Conduct basic water quality tests, such as measuring pH, dissolved oxygen, temperature, turbidity, and nutrient levels in aquatic environments.

- Assist in creating and implementing management strategies for preserving or restoring aquatic ecosystems, including fishery management and pollution control.
- Assist in monitoring and documenting the health of aquatic habitats, including changes in vegetation, water flow, and the presence of invasive species.

STUDENT TEACHER

September 2022 – October 2022

GOLDEN STAR SCHOOL, Agege, Lagos State.

Responsibilities:

- Planning and Teaching Lessons
- Preparing Teaching materials for the students Yoruba Proficient
- Marking and accessing pupils work
- Taking registers, updating records and writing reports.
- Managing pupil's behavior in the classroom and School Premises.
- Instruct Students during curriculum activities.

Education/Certificates

Bachelor of Science in Applied Zoology and Environmental Biology

Olabisi Onabanjo University, Ago Iwoye, Ogun State

Graduation: 2024

OTHER QUALIFICATIONS

- **Digital Marketing Course March 2026**
BeTechified
- **Data Based Management April 2025**
Decland Infotech Limited

Language

Proficiency in English Language

HOBBIES:

Researching, Listening to Music, and Meeting New People.

REFERENCES**Mr Segun Efunnuga**

Managing Director Seganik Food, Bakery & Confectionery

Tel: 08034443804

Mr Bode Olabisi

Media Aide, Iyaloja General of Nigeria, MD/CEO Irawo 92.5 FM, Irawo Radio Estate

Tel: 08101184528