

Success Oketade

Lagos, Nigeria | 08087795632 | successoketade@gmail.com

A Marketing graduate and versatile digital professional based in Lagos with a strong foundation in brand strategy, consumer engagement, digital content creation, and web development. Adept at blending marketing principles with technical execution to deliver impactful campaigns, compelling copywriting, and tailored brand solutions. Recognized for multidisciplinary capabilities across social media management, website design, and client service excellence.

Core Competencies & Skills

Marketing & Strategy: Brand Strategy, Consumer Engagement, Market Research, Campaign Planning

Content & Communications: Ghostwriting, Social Media Management, Copywriting, Brand Storytelling

Design & Branding: Logo & Brand Design, Visual Identity, UI/UX Basics

Web Dev & Advertising: Website Development, Real Estate Website Development & Advertising, SEO

Client Relations: Customer Service, Client Support, Stakeholder Communication

Professional Experience

Multidisciplinary Digital & Content Specialist

Self-Employed / Freelance | Lagos, Nigeria (Present)

- * Provided end-to-end digital solutions for diverse clients, combining modern marketing strategies with creative branding and technical execution.

- * Designed and developed functional, responsive websites with a specialized focus on real estate platforms integrated with targeted advertising campaigns to drive lead generation and customer acquisition.

- * Managed social media channels and executed targeted brand campaigns to elevate digital presence, improve audience retention, and build brand loyalty.

- * Authored original content, articles, and marketing copy through ghostwriting services tailored to specific brand voices and target demographics.

- * Delivered high-quality graphic assets, including logos and comprehensive brand identity packages.

* Maintained high standards of client satisfaction by providing responsive customer service and technical support throughout project lifecycles.

Key Projects & Portfolio Focus

Real Estate Digital Campaigns: Developed dedicated web platforms and targeted ad funnels for real estate portfolios to maximize lead conversion and digital outreach.

Brand Identity Development: Created custom logos, visual guidelines, and brand packages for emerging startups and independent creators.

Content & Social Growth: Handled end-to-end content creation, article ghostwriting, and community management to scale online engagement.

Education & Training

Bachelor of Science in Marketing

Lagos, Nigeria | Graduated: 2024

Preferences & Availability

Job Types: Part-Time

Target Roles: Ghostwriter, Social media manager, Logo and brand design, Real estate website development and advertising, Website development, Customer service