

ADEDAIRO MARIAM ANUOLUWAPO

Digital Marketing | Social Media Management | B.Sc. Holder | ICAN Student

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 Ikorodu, Lagos, Nigeria

PROFESSIONAL PROFILE

A motivated and versatile professional with a B.Sc. degree and professional training in Digital Marketing and Social Media Management from the Digital Entrepreneur Institute. Currently pursuing professional studies with the Institute of Chartered Accountants of Nigeria (ICAN).

Passionate about digital marketing, social media management, content creation, brand promotion, and customer engagement. Possesses strong communication, organizational, teamwork, and problem-solving skills, with the ability to learn quickly and adapt to new environments.

EDUCATION

Bachelor of Science (B.Sc.)

Tai Solarin University of Education (TASUED)
2026

Professional Accounting Studies

Institute of Chartered Accountants of Nigeria (ICAN)
Currently in Progress

Digital Entrepreneurship Training

Digital Entrepreneur Institute
Training in:

- Digital Marketing
- Social Media Management
- Content Creation
- Online Brand Promotion

PROFESSIONAL SKILLS

Digital Marketing

- Digital marketing strategies
- Social media marketing
- Content marketing
- Online brand promotion
- Audience engagement
- Product and service promotion
- Basic digital advertising

Social Media Management

- Social media page management
- Content planning
- Content creation
- Caption writing
- Community management
- Audience engagement
- Social media growth strategies

General Professional Skills

- Communication
- Customer service
- Microsoft Office
- Administrative support
- Teamwork
- Time management
- Problem-solving
- Creativity
- Adaptability

WORK EXPERIENCE

Sales Assistant

Utmost Height Company
Lagos, Nigeria

- Assisted customers with product enquiries and purchases.
- Supported daily sales and business operations.
- Maintained positive relationships with customers.
- Assisted with product promotion and customer communication.
- Worked with team members to achieve business objectives.
- Provided quality customer service and support.

DIGITAL MARKETING & SOCIAL MEDIA EXPERIENCE

Social Media Manager / Digital Marketing

Freelance / Personal Projects

- Created engaging content for social media platforms.
- Managed social media pages and online audience interactions.
- Developed promotional captions and marketing content.
- Promoted products and services through digital platforms.
- Assisted with improving online brand visibility.
- Engaged with customers and responded to enquiries.
- Applied digital marketing techniques to support business growth.

CORE COMPETENCIES

- Digital Marketing
- Social Media Management
- Content Creation
- Social Media Strategy
- Online Marketing
- Brand Promotion
- Customer Relations
- Communication
- Sales & Marketing
- Administrative Support
- Team Collaboration
- Time Management

CAREER OBJECTIVE

To obtain a position in a reputable organization where I can utilize my skills in digital marketing, social media management, communication, and business administration while contributing to the growth of the organization and developing my professional career.

REFERENCES

Available upon request.