

DORCAS IFEOLUWA OGUNDEPO

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Egbeda, Lagos

PROFESSIONAL SUMMARY

Creative and results-driven Social Media Manager and Digital Marketer with experience in content creation, audience engagement and brand growth across multiple social media platforms. Skilled in developing content strategies, managing online communities, analyzing engagement metrics, and increasing brand visibility through creative storytelling and data-driven campaigns. Passionate about helping brands connect meaningfully with their audiences while driving engagement and online growth.

KEY COMPETENCIES

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|---------------------------------|----------------------------|------------------------------|
| • Content Creation& Copywriting | • Microsoft Excel | • Digital marketing |
| • Social Media Management | • Scheduling andAutomation | • Problem-solving |
| • SEO & Digital Advertising | • Effective Communication | • Brand promotion |
| • Customer Service | • Team Collaboration | • Video marketing techniques |

PROFESSIONAL EXPERIENCE

Mat-Titans

Social Media & Digital Marketing Executive

Nov 2025- Apr 2026

- Managed and grew the company's social media presence through strategic content creation and digital marketing campaigns.
- Created engaging promotional content to increase brand awareness and attract potential customers.
- Monitored social media performance, responded to customer inquiries, and supported lead generation efforts online.

HomeWork Group Africa

Digital Marketer & Content Creator

Nov 2024- May 2025

- Currently managing social media accounts for the company and-its subsidiaries, achieving a 35% increase in engagement.
- Creating and implementing a content calendar to deliver consistent posts across Instagram and LinkedIn, while maintaining an engaging and professional online presence.
- Analyzing performance metrics to refine strategies to achieving higher ROI for campaigns
- Responding to customer inquiries and resolving requests via social media, achieving a 95% resolution rate and improving response time by 30%, which enhanced overall customer satisfaction and engagement.

Shock Digital

PM Marketer & Task Manager (Freelance Contract)

Aug 2024 - Jan 2025

- Engaged with audience to strengthen brand loyalty and ensure time responses
- Produced original, high quality social media content for company
- Produced thorough, accurate and timely reports of project activities.

Packet Switching Solutions

Administrative Associate (NYSC Intern)

Jan 2023 - Dec 2023

- Utilized excel for data management and management and constructed spreadsheets
- Prepared quotation for clients and follow up on their orders till purchased
- Operated mail machinery in compliance with safety regulation, handled electronics and hard copy correspondence
- Coordinated shipping arrangement and organized itineraries, ensuring timely delivery of mails and parcels

Wilmington Tech

Content Administrator (Internship)

Sept 2022 - Jan 2023

- Coordinated scheduling, reviewing, and publishing of website content increasing site traffic by 50%
- Managed content timelines, monitored progress, and collaborated with the content developmental
- Implemented content management tools to streamline workflow and efficiency
- Translated data findings into content solutions by researching current and emerging trends, and web analytics to stay up-to-date

EDUCATION & CERTIFICATIONS

Bachelor of Science (B.Sc)

Public Administration

Crawford University, Igbesa, Ogun state.

EXTRACURRICULAR ACTIVITIES

President, Dept. of Public Administration 2021/2022

Crawford University, Igbesa, Ogun state.

INTEREST

Travellings

Content creation

Social media trends

Digital storytelling

Video marketing and entertainment media.