

ELOHOR LILY ANIYEYE

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PROFESSIONAL SUMMARY

Digital marketer, content creator and social media professional with hands-on experience managing business pages, creating content, supporting marketing activities, engaging customers and promoting products online. I also run a baking business, giving me practical experience in sales, customer service, branding and business operations. Organized, creative, people-focused and comfortable working remotely.

CORE SKILLS

Digital Marketing | Social Media Management | Content Creation | Content Strategy | Social Media Strategy | Brand Promotion | Online Marketing | Customer Engagement | Sales | Canva | TikTok | Instagram | WhatsApp Marketing | Communication | Business Support

EXPERIENCE

Digital Marketer & Business Support
Freelance | 2023 – Present

- Create and plan social media content for business and personal brands.
- Manage and support social media pages and online marketing activities.
- Develop content ideas, captions, hooks and promotional campaigns.
- Support clients with marketing and day-to-day business activities.
- Promote digital products and affiliate offers through social media.
- Monitor content performance and improve content based on audience response.

Baker & Business Owner
Panda Cake World | 2010 – Present

- Manage marketing, sales, customer communication and daily business operations.
- Create content to promote products and attract customers.
- Handle customer orders, enquiries and relationships.
- Develop and promote baking-related products and educational offers.

Pastry & Fast-Food Professional
GLS | Present

- Support daily production and kitchen operations.
- Work with team members to maintain quality and organization.

EDUCATION

Secondary School Certificate

INTERESTS

Digital marketing, content creation, baking, entrepreneurship, branding and learning new skills.

References available upon request.