

FIYIN DEEN BAKARE



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A102, Victoria Garden City, Lekki, Lagos, Nigeria.

D.O.B: 1st August 1994

COVER LETTER AND PERSONAL PROFILE

In my role as a **Digital Marketer, Social Media and Brand Strategist**, I have developed and executed campaigns that strengthened brand visibility, built engagement, and turned audiences into loyal customers. My expertise spans **lead generation, content creation, business development, paid media optimization, SEO-driven content strategy, email marketing, and cross-platform communication**, alongside hands-on experience in **human resources management and automation systems**—including building a fully automated **YouTube/Instagram Shorts/Reels pipeline** using **FFmpeg, Python, and AI APIs** to streamline content sourcing, editing, and uploading without manual input.

My work integrates **creative content** that not only looks good but drives results, guided by analytics and focused on maximizing ROI. I work closely with brands to craft **high-performing ads (videos, graphics, and brand campaigns)** and **SEO-friendly web copy** that enhance engagement and strengthen brand identity.

Beyond digital strategy, I actively contribute to **business growth and brand development**, driving leads and investor interest through both **online initiatives and in-person collaborations**.

HR Experience - I contribute to **organizational development**, overseeing **recruitment, onboarding, and internal communication strategies** to foster a positive work culture and improve staff retention. I have coordinated training sessions, team engagement initiatives, and HR-led campaigns that align employee performance with business goals.

I am an eager and collected graduate boasting a wealth of creative, analytical, and people-centered experience across multiple facets, with a strong grasp of **audience psychology, employee engagement, and growth strategy** allowing me to turn ideas into meaningful impact and measurable success I can bring to your establishment.

EXPERIENCE AND EMPLOYMENT HISTORY

Digital Marketing & Creative Lead – Sweetgreen (Remote US)

2024 - 2025

At **Sweetgreen**, I manage product, design, and marketing teams to shape the brand's **Instagram strategy** and visual direction. I develop content strategies to boost engagement, build brand awareness, and drive customer loyalty. This includes creating and optimizing Instagram campaigns, leveraging targeted strategies to enhance reach and audience interaction, and using data insights to improve engagement and visibility across key demographics.

I **design original visual assets and content, ensuring all creative aligns with Sweetgreen's brand identity**. This includes developing graphics, videos, and story content to promote new menu items, seasonal promotions, and sustainability efforts.

In addition to my marketing role, I assist with **HR initiatives**, supporting the recruitment and onboarding of creative and marketing team members. I help integrate new hires into the company culture and ensure alignment with Sweetgreen's mission and values. I also address staff needs, coordinate teams, and resolve workplace issues to maintain a positive, productive environment.

I regularly analyze Instagram performance data, refining content strategies to improve engagement and follower growth. I **also collaborate with influencers, food bloggers, and brand partners to strengthen Sweetgreen's presence and foster community engagement on Instagram**.

EXPERIENCE AND EMPLOYMENT HISTORY

Digital Marketing - Material Business Consulting and Services (Remote New York) 2025

At **Material**, I led the development and execution of data-driven digital marketing strategies, focused on enhancing online presence and driving intelligent growth for our clients. Specializing in **digital content creation and marketing solutions**, I contributed to a comprehensive approach that connected consumer insights with customer demand generation to optimize the client journey.

I managed the design and optimization of website content, ensuring a seamless user experience and consistent brand messaging. From editorial articles to blog posts, I produced high-quality content tailored to drive website traffic and engagement, all while reinforcing brand identity and aligning with client goals.

By utilizing analytics platforms and digital tools, I conducted thorough performance tracking, optimizing website content based on real-time insights. This approach ensured that marketing initiatives were continually refined for maximum impact, delivering results that aligned with client growth objectives. I collaborated with cross-functional teams to develop integrated strategies that drove customer acquisition, improved site performance, and strengthened digital experiences.

Through these efforts, I helped materialize smarter growth choices for our clients, translating insights into actionable strategies that resulted in more effective demand generation, higher conversions, and enhanced customer relationships.

Editor & Social Marketer - Materialgurl.ng 2025

At **Materialgurl.ng**, I developed and executed content strategies and digital marketing initiatives that resonated with our audience of fashion-forward individuals. Specializing in lifestyle and fashion content, I produced engaging articles, visuals, videos, and campaigns designed to boost brand awareness and strengthen the website's presence in the competitive online fashion space.

I managed and optimized social media and digital advertising campaigns across platforms like TikTok, Instagram, and Facebook. Using tools such as Hootsuite, Social Champ, and Buffer, I scheduled posts, monitored engagement, and analyzed performance across multiple channels from a unified dashboard. This streamlined workflow significantly boosted campaign efficiency, contributing to a **37% increase in engagement**.

I regularly analyzed campaign insights to refine strategies and improve reach, conversions, and brand visibility. By adjusting content and tactics based on real-time data, I ensured campaigns were continuously optimized for better results.

In my role, I created impactful content that reinforced Materialgurl.ng's brand identity and expanded awareness, from editorial pieces to social media visuals. I also provided creative direction for marketing initiatives, planned campaigns, and maintained consistent brand storytelling to ensure alignment across all platforms.

Social Media Management, Content Creation, Digital marketing

Illusion Entertainment (Remote UK) 2024-2025

At **Illusion Events and Promotions**, I developed and executed cross-platform digital marketing strategies (Meta, Google, TikTok, YouTube) to boost brand visibility, engagement, and follower growth.

- ⊗ I Created compelling **visual content** (videos, graphics, behind-the-scenes) to enhance audience interaction
- ⊗ Managed **targeted ad campaigns**, driving a 54% increase in **engagement** and **ticket sales**
- ⊗ Ensured **consistent branding** across all platforms, collaborating with the creative team
- ⊗ Optimized performance through **social media analytics**
- ⊗ Used **Trello** for streamlined project management and team communication

Whether it's a night out or a corporate event, **Illusion Events & Promotions** delivers unforgettable experiences. Specializing in crafting unique events across a variety of settings, from vibrant **nights out** to **team bonding sesh's** for offices. Illusion **creates vibes** that stick with you long after the night's over.

EXPERIENCE AND EMPLOYMENT HISTORY

Team Lead & HR Manager Digital Marketing & Media Team

2025

Examtice (Iris Edutech)

As **HR Manager/Digital Marketing Team Lead** at **Examtice**, a fast-growing study app and website, I oversee the recruitment, onboarding, and development of creative team members. I help foster a positive work environment by addressing staff needs, resolving challenges, and maintaining strong employee relations to ensure team productivity and morale.

In my marketing role, I lead a small creative team to produce engaging content and animations that simplify complex topics and promote the app across digital channels. I manage online advertising campaigns on Meta, Google, and TikTok, optimizing strategies to improve performance and boost user acquisition. By using data-driven insights, I refine ad targeting to ensure growth and engagement goals are met.

I also collaborate with design and product teams to ensure brand consistency across all platforms, aligning content and campaigns with business objectives. This ensures that all materials are educational, engaging, and resonate with our student audience.

Digital Marketer, Copywriter & Graphic Designer at LU GOLD

2022-2025

Developing and implementing marketing strategies through video content, imagery and website copies to bolster brand awareness. My roles include photography, videography, editing, graphic design, animation, copywriting, keeping website updated, creating Instagram campaigns as well as ads to be displayed on other social media sites. I also assisted with **HR-related tasks**, such as coordinating staff scheduling and supporting the recruitment of creative talent. Additionally, I helped maintain positive internal communication to ensure smooth collaboration across teams.

All of the functions above are performed for all subsidiaries of **LU GOLD**. Including **LU GOLD EDUCATION** (lugolddeducation.com, [lugolddeducation on Instagram](#)), **LU GOLD STORE** (lugoldstore.com, [lugoldstore on instagram](#)), **Ardent cooling** (ardentcooling.com, [ardent cooling on instagram](#)) and **Wash by CityClapR** (washbycityclapr.com, [washcityclapr on instagram](#)).

Digital Marketing, Graphic Design, Fundraising at BarBarLagos

2017-2021

Overseeing development of content for social media marketing and engagement. Analysis of reach and effectiveness of promotional materials using **analytical tools on Meta and Google**. Spearheading organization and execution of events including **an exhibition of my artworks. Selling them to raise funds** for individuals in need.

National Youth Service (NYSC) at Colvi Limited Studio 24 Nigeria

2016-2017

As a member of the youth corps at studio 24, my duties ranged in the field of **videography, photography and editing**. I was especially suited to these roles due to my previous experience with them and the depth of my skills is now well in the professional level. Links to my portfolio are included later in this document.

University of Leicester Activator

2014-2015

As an ambassador of the sports activation project, I was involved in **promoting and delivering sport sessions and events** developing my **leadership and people skills**. I was also required to **collect project data and generate the statistics** necessary to judge progress which improved my **analytical skills**

Leicester City Football Club Ticket Auditor

2014

My duties involved working at the King Power Stadium on match days to ensure ticket holders have entered the stadium with the correct ticket for their age group. **The role required punctuality, reliability** and an ability to work in crowded busy spaces. **Communicating effectively in a polite and professional manner with a wide range of people granted me essential customer service skills.**

VOLUNTEERING

Age UK Oadby & Wigston (Leicester) Volunteer.

2013

Age UK is an organization dedicated to the care and welfare of the elderly. As a volunteer, I assisted with customer service at the charity's coffee shop, operated the till, and supported elderly individuals with daily tasks and mobility, especially wheelchair assistance. This experience strengthened my **communication, empathy, patience, and interpersonal skills**, as well as my ability to provide thoughtful, person-centered support in a busy environment.

British Red Cross (Manchester) Volunteer.

2011

Undergoing training for administration of first aid/Field experience assisting in the administration of first aid and participating in fundraising events to raise money for various non-profit organisations engaged in developing novel pharmaceutical/cures as well as for those in need overseas. **The methods employed while encouraging people to make donations enhanced my project coordination and communication skills.**

Olashore International School.

2006/2010

Participated in Two year-long community outreach initiatives (one in 2006 and one in 2010) focused on improving local sanitation and basic infrastructure, organizing clean-up drives, hygiene awareness campaigns, and small scale infrastructure repairs to improve community living conditions **building my teamwork, leadership, and project coordination skills.**

AWARDS AND ACHIEVEMENTS

⊗ **Holder of Leicester Award for Employability: Leadership and Management**

A programme spanning an entire year involving various workshops and exercises such as presentations on projected career plans, Interview training and leadership in model situations

EDUCATIONAL QUALIFICATIONS

⊗ University of Leicester (2012-2015)	⊗ Bachelor of Science (BSc) in Biological Sciences (2015) ⊗ Dissertation: Research in the Ethics of Clinical Trials Involving Vulnerable Populations ⊗ Project Management: Spearheading Accumulation and Accumulation compilation of relevant data for case presentation	⊗ Second Class Honours (Upper Division) (2:1)
⊗ Abbey College Manchester (2011 - 2012)	⊗ GCE Advanced Level (A-level) (2012)	⊗ Chemistry – A ⊗ Biology – A ⊗ Mathematics – A
⊗ Olashore International School (2004-2010)	⊗ West African Examination Council (WASSCE) (2010) ⊗ Overall Best Student in Biology Year 11 - 2009	⊗ Biology – A1 ⊗ Economics – A1 ⊗ Mathematics – A1 ⊗ Physics – A1 ⊗ Agricultural Science – B2 ⊗ Chemistry – B2 ⊗ English Language – B3 ⊗ Yoruba – C6
⊗ Olashore International School (2004-2010)	⊗ University of Cambridge International Examinations (IGCSE) (2010)	⊗ English – A* ⊗ Biology – A ⊗ Physics – A ⊗ Chemistry – B ⊗ Mathematics – B

ADDITIONAL SKILLS AND APTITUDES

Technical & Marketing Skills:

IT & Desktop Skills:

Professional Aptitudes:

- ⊗ Digital Marketing Strategy (**SEO, SEM, PPC, Email, and Influencer Marketing**)
- ⊗ Brand Development and Strategic Positioning
- ⊗ Social Media Management (**Instagram, Facebook, TikTok, YouTube, LinkedIn, X**)
- ⊗ Lead Generation, Business Development & CRM Optimization (**Meta Ads, Google Ads, HubSpot, Mailchimp**)
- ⊗ Investment and Campaign ROI Analysis i.e Data Interpretation for Marketing Optimization
- ⊗ Copywriting, Creative Direction, and Content Creation

- ⊗ Video Production, Editing & Animation (**Premiere Pro, After Effects, CapCut, Canva**)
- ⊗ Graphic Design (**Photoshop, Illustrator, Figma**)
- ⊗ **Automation Systems:** FFmpeg, Python, and AI APIs
- ⊗ Website Content Management (**WordPress, Shopify, Squarespace**)
- ⊗ **Adobe Systems:** After Effects, Premiere Pro, Photoshop, Animate CC, InDesign, and Illustrator.
- ⊗ **Microsoft Office Suite:** Word, Excel, PowerPoint, OneNote.
- ⊗ **Photography & Videography:** Proficiency with camera and studio lighting equipment (Canon, Nikon, Sony etc.)
- ⊗ **Project management and team collaboration tools** (Slack, Trello, and ClickUp)
- ⊗ **Social media management tools** (Hootsuite, Social Champ, and Buffer)
- ⊗ **AI Tools** - Midjourney, Jasper AI, ElevenLabs, Veo 3, ChatGPT

- ⊗ Leadership & Project Management
- ⊗ Strategic Thinking & Analytical Skills
- ⊗ Communication and Collaboration
- ⊗ Time Management & Organizational Skills
- ⊗ Adaptability in Fast-Paced Environments
- ⊗ An ability to work effectively and successfully as part of a team.
- ⊗ Interpersonal Skills
- ⊗ Self-Motivated and Able to Work Independently
- ⊗ Flexible and Reliable Approach to Work and Deadlines
- ⊗ Client Relationship Management

PROFESSIONAL/PORTFOLIO LINKS

**Animation/Videography &
Graphic Design Portfolio:**

<https://fbbakareportfolio.my.canva.site/>

Behance Portfolio:

<https://www.behance.net/fbbakareffeb>

YouTube:

<https://youtube.com/c/DaishoHontono>

LinkedIn:

<https://www.linkedin.com/in/fiyin-bakare 5a517262/>

REFERENCES AND ORIGINAL DOCUMENTATION AVAILABLE ON REQUEST

RESTRICTED

**DEPARTMENT OF DEFENCE ACCOUNTS AND BUDGET
DEFENCE HEADQUARTERS
MINISTRY OF DEFENCE**

P.M.B 309
ABUJA

DHQ/ABJ/701/5/FIN



TO WHOM IT MAY CONCERN

27 October 2020

Dear Sir,

LETTER OF INTRODUCTION

MASTER OLUWANIMOFIYINFUN ADEKOLA BAKARE P/NO: 800010783

1. I am directed to introduce the above named person who is a ward to Major General Adekola Raheem Bakare the Chief of Defence Accounts and Budget.
2. This is to certify that Oluwanimofiyinfun Adekola Bakare with Passport Number 800010783 issued by the Government of Nigeria has never been convicted of any criminal offence and is a citizen of excellent conduct and moral character. In view of the foregoing, you are kindly requested to accord him all necessary assistance he may require to gain admission in your institution.
3. While thanking you for your usual cooperation, please accept the assurances and esteemed regards of the Chief of Defence Accounts and Budget.

Yours faithfully

BOC IFEOBU
Air Commodore
for Chief of Defence
Accounts and Budget

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View Setup ☐

Columns: ROAS - SME ▼

Breakdown

Website purchases	Website purchases View attribut...	Cost per Purchase	Cost per Purchase View attribu...	Website purchases conversion	Website purchases conversion View attribut...	Website purchases ROAS ▼
98	₦4,450.60 28-day	₦39,928.00	₦191,106.67 28-day	₦1,240,000.36	₦1,480,000.36 28-day	8.55
66	₦3890.54 28-day	₦51,089.76	₦124,805.09 28-day	₦1,850,472.10	₦1,780,382.10 28-day	9.49
22	₦91.50 28-day	₦19,609.98	₦124,870.08 28-day	₦2,798,654.00	₦1,250,870.00 28-day	9.55
68	₦18,400.37 28-day	₦28,452.41	₦198,430.60 28-day	₦2,985,576.00	₦2,980,670.00 28-day	5.09
54	₦19,500.23 28-day	₦27,960.00	₦284,050.90 28-day	₦2,625,043.87	₦1,620,078.00 28-day	3.16
48	₦41,200.67 28-day	₦44,290.00	₦184,200.54 28-day	₦2,456,767.00	₦1,442,540.00 28-day	3.59
356 Total	₦87,533.91 Total	₦34,476.09 Per Action	₦280,400.00 Per Action	₦13,956,513.30 Total	₦10,554,540.50 Total	6.57 Average