

SHONDE ISEOLUWA

Lagos, Nigeria • 07013914037 • iseoluwashonde6@gmail.com
Social media management

SUMMARY

Motivated and detail-oriented professional with experience in media strategy, social media management, and content marketing. Passionate about developing impactful digital campaigns, driving brand growth, and contributing creative and data-driven strategies to achieve business goals.

WORK EXPERIENCE

Digital Media Strategist , Urbanwave Entertainment Jan 2026 - Present

- Developed and executed digital media and social media strategies.
- Planned content calendars and managed event marketing campaigns.
- Managed paid ads, email marketing, and campaign analytics.
- Collaborated with creative teams to increase brand awareness and engagement

Social media manager, Kamal Kambi Feb 2024 - Nov 2024

- Managed and scheduled content across multiple social media platforms to maintain a consistent brand presence.
- Developed and executed content strategies that increased engagement and supported brand growth.
- Created interactive and promotional content, including targeted ad campaigns, to improve reach and conversions.
- Monitored campaign performance using key metrics and optimized strategies based on insights.
- Stayed up to date with social media trends and effectively managed online brand reputation.

EDUCATION

Bachelor of Science in Computer Science Aug 2024

Caleb University

- Relevant coursework in software development and IT Technical Support, gaining practical knowledge in computer hardware and software troubleshooting, system maintenance, networking, and end-user support.

ADDITIONAL INFORMATION

- **Technical Skills:** Social Media Management, Content Strategy & Planning, Meta Ads Manager, Google Analytics, Email Marketing, Content Calendar Management, Canva, Microsoft Office Suite, HTML & CSS
- **Certifications:** Social media management