

OYINDAMOLA BABALOLA

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CAREER SUMMARY

Creative and results-driven Social Media Manager and Content Creator with experience in developing engaging digital content, increasing brand visibility, and driving audience engagement. Skilled in leveraging trends, storytelling, and platform insights to grow online presence and generate leads.

EDUCATION

University of Lagos (UNILAG) - 2022 – 2026 (Expected)
B.Sc. Mass Communication | Second Class Upper

EXPERIENCE

Social Media Manager & Content Creator, Larry K Gele (April 2026 – Present)

- Increased followers by 4% within one week
- Boosted engagement across content
- Increased profile visits through optimized content and CTAs Generated consistent customer inquiries

Social Media & Community Manager Intern, Girls Who Print Africa (April 2026 – June 2026)

- Developed and executed content strategies across Instagram, LinkedIn, Facebook, TikTok, and WhatsApp to strengthen brand awareness and audience engagement.
- Managed and nurtured the organization's online community by driving meaningful interactions, responding to members, and increasing community participation.
- Collaborated with the Programs Team to plan and execute promotional campaigns for events, increasing attendance to 83% in guest turnout.
- Tracked and analyzed social media performance, providing data-driven insights and recommendations to optimize content and improve campaign results.

Social Media Manager & Content Creator, Fola Importation (Sept 2025 – Dec 2025)

- Increased brand visibility through consistent content
- Improved engagement using trends and storytelling
- Generated product inquiries through strategic posts

Social Media Manager Intern, BoosterFox Digital Agency (Oct 2025 – Dec 2025)

- Managed and scheduled content for clients
- Created brand-aligned engaging posts- Assisted with analytics and reporting

Communication Intern, AppleGroove Advisory (June 2025 – Aug 2025)

- Created and managed social media content
- Supported branding and communication strategies

VOLUNTEER EXPERIENCE

Content Creator & Video Editor, The Lord's Chapel (2024 – 2025)

Content Strategist, Redeem Christian Fellowship UNILAG (2023 – 2024)

Member, Mass Communication Podcast Community (2024)

SKILLS

Social Media: Content Strategy, Content Creation, Audience Engagement, Storytelling

Tools: Canva, CapCut, Notion, Meta Business Suite, Pinterest, Microsoft Office

Other: Communication, Creativity, Teamwork, Time Management

LANGUAGES

English (Fluent), Yoruba (Fluent), Mandarin (Beginner), Spanish (Beginner)