

ARIYO OLUWANIFESIMI

SOCIAL MEDIA MANAGER

Ibadan, Oyo State, Nigeria

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PROFESSIONAL SUMMARY

Creative and strategic Social Media Manager with a passion for driving engagement and brand growth. Skilled in crafting compelling content, managing multiple projects, and staying ahead of evolving digital trends. Proactive, innovative, and results-driven, with a strong ability to execute strategies independently while delivering measurable impact.

SKILLS

Microsoft Office Team	Leadership	Public Speaking	Problem Solving
Excellent Communication	Project Management	Strategic Planning	
Creativity & Innovation	Time Management		

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MANAGER

BSLEEK CREATIVES| Ireland, United Kingdom | January 2024-Present

- Curate and manage content for social media platforms to boost brand visibility and engagement.
- Develop and execute social media strategies, resulting in increased followers and customer interaction.
- Monitor analytics to refine and optimize campaigns for better reach and performance.
- Developed and executed a strategy for enhanced online presence and brand awareness.
- Created and scheduled engaging content across social media platforms.

SOCIAL MEDIA MANAGER

DREAM MYLES LUXE BRAND| Saskatoon, Canada | July 2024-Present

- Curate and manage content for social media platforms to boost brand visibility and engagement.

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SOCIAL MEDIA INTERN

YOUR TRUSTED CREW | Lagos | January 2025 - February 2025

- Collaborated with a team of marketers and designers to create engaging content for the agency's launch, ensuring brand consistency across all platforms.
 - Worked closely with the graphics team to develop compelling visuals that aligned with the agency's messaging and marketing goals.
 - Conducted lead generation through targeted research and outreach, identifying and engaging potential clients via social media and email campaigns.
 - Managed and optimized the agency's social media pages, scheduling posts, responding to inquiries, and increasing audience engagement.
 - Tracked and analyzed social media performance to refine strategies and improve engagement rates.
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CERTIFICATION

- Certificate on Product Management (Sidehustle, May 2022)
 - Social Media Marketing(Hubspot Academy, 2023)
 - Capcut Video Editing (Udemy, August 2024)
 - Asana Foundation badge (Asana, December 2024)
 - Project Management (Simplilearn, January 2025)
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EDUCATION

B.SC GEOGRAPHY | OBAFEMI AWOLowo UNIVERSITY, IFE, Osun State
2018-2023

VOLUNTEER EXPERIENCE

ASSISTANT PROJECT MANAGER

Succoth Project, Nigeria 2022 - PRESENT