

OGUNLEYE TOMISIN REBECCA

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PROFESSIONAL SUMMARY

Social Media Manager and Digital Marketing Specialist with a First-Class Honours degree in International Relations. I help brands use social media as a tool for growth. With in-depth strategy, brand storytelling, and an engaged, loyal community, I help businesses increase their online presence and achieve their business goals. My work spans content strategy, content creation, graphic design, video editing, and community management, with a background in copywriting that gives my content a commercial edge.

PROFESSIONAL EXPERIENCE

Social Media Manager | 2026

Swiftcarriers Logistics | Hybrid

- **Grew SwiftCarriers Logistics' Instagram following from 1,599 to 2,010 (+411)**, and pushed monthly reach from 18,854 to 25,676 in 35 days, more than doubling engagement from 418 to 1,048 interactions.
- Generated **126 leads directly to WhatsApp in 35 days**, supported by a rise in profile visits (1,261 → 1,991) and tripled bio link taps (40 → 126).
- Managed content production & distribution for Instagram and TikTok, which includes planning, writing, designing, and publishing content.
- Handled day-to-day community management, responding to comments and DMs, converting enquiries into leads, and managing basic customer service.

NYSC Corp Member — Sales & Marketing, Logistics Unit | Mar 2025 – Mar 2026

Beloxxi Industries Ltd | Nigeria (On-site)

- **Owned transporter compliance and onboarding end-to-end:** maintained up-to-date KYC records for all transporters, tracked document expiry dates (vehicle insurance, CAC registration, TIN, status reports), proactively followed up on renewals, and coordinated with the legal team to onboard new transporters
- Coordinated daily vehicle allocation across multiple distributor locations nationwide, balancing routing efficiency with delivery targets to maintain supply chain continuity.
- **Managed the full distributor order cycle:** received and processed orders, generated and stamped waybills, issued documents to drivers for distributor sign-off, and tracked returned documentation.
- Documented and escalated vehicle breakdown incidents, coordinating with relevant teams to resolve issues quickly and minimise disruption to daily delivery schedules.
- Recorded and reconciled daily trip logs for transporters, supplying the Accounts department with accurate data to support timely, error-free payment processing.

Video Content Creator | Feb 2025 – Mar 2025

The Esca Agency | Lagos, Nigeria

- **Created relatable short-form and meme video content that achieved over 5,000 views on a single client post**, proving an immediate ability to produce content that resonates with target audiences and travels organically.
- Built and sustained organic reach on a brand-new client account, with follow-up content consistently surpassing 1,000 views — establishing a reliable engagement baseline within the first few weeks of launch.
- Researched audience behaviour, trending audio, and platform-native formats to ensure every piece of content was optimised for reach and genuine connection, not just surface-level aesthetics.
- Worked closely with the CEO to align creative direction with campaign objectives, ensuring content served the brand's broader marketing goals at every stage.

Freelance Copywriter | 2024 – Present

Self-Employed | Remote

- Crafted direct-response copy across multiple formats including social media ads, email sequences, product descriptions, and promotional campaigns for clients in e-commerce, product, and service sectors.
- **Drove sales of digital products through organic social media content**, generating hundreds of inbound WhatsApp enquiries and achieving an estimated 12% conversion rate through targeted copy, audience research, and messaging tailored to specific customer pain points.
- Conducted in-depth audience research before every project to ensure copy addressed real frustrations and desires, producing content that felt personal to the reader and motivated measurable action.
- Applied proven copywriting frameworks including AIDA and PAS consistently, building a portfolio that spans multiple industries and demonstrates adaptability across tone, voice, and format.

Sales Representative | 2022 – 2023

Downtown Bar | Lagos, Nigeria

- **Contributed to the team achieving ₦100,000+ in monthly revenue** through attentive customer service, effective upselling, and strong product knowledge.
- Built repeat customer relationships through prompt complaint resolution and consistently attentive service, directly supporting retention and sustained revenue performance.
- Developed communication, negotiation, and persuasion skills in a fast-paced, customer-facing environment — capabilities that underpin every client-facing and sales-driven role held since.

EDUCATION

Bachelor of Science — International Relations | First Class Honours · CGPA: 4.69 / 5.0

Caleb University, Lagos, Nigeria | Graduated 2024

- Dissertation: 'Implications of Travel Ban on Bilateral Relations: A Study of Nigeria and the USA (2022–2024)' — Awarded A grade.
- Served as Group Leader across multiple academic projects, coordinating team deliverables and ensuring consistently high-scoring outcomes.

CERTIFICATIONS

- **Google Digital Marketing Certification** — Google Digital Skills for Africa
- **Microsoft Office Specialist** — Word 2016 & PowerPoint 2016 (Microsoft)
- **Social Media Career Pathway** — Certificate of Achievement
- **IT Fundamentals in the Workplace** — Certificate of Achievement
- **Certified in Sales & Conversions** — Naijasalesmaker Sales Academy

CORE COMPETENCIES

Social Media Management: Strategy development, content calendar creation, community management, audience growth, brand voice, scheduling & publishing

Copywriting: Direct-response copy, email marketing, social media ads, product descriptions, AIDA & PAS frameworks, conversion-focused writing

Content Creation: Short-form video scripting & editing, meme content, platform-native content (Instagram, TikTok, Facebook), brand storytelling

Analytics & Reporting: Content performance analysis, engagement rate tracking, monthly strategy reviews, data-driven optimisation

Sales & Operations: Distributor order processing, logistics coordination, waybill management, KYC compliance, transporter onboarding, B2B relationship management

Tools & Platforms: Canva, CapCut, Meta Business Suite, Google Workspace, Microsoft Office (Word, PowerPoint, Excel)

Soft Skills: Client communication, stakeholder management, leadership, attention to detail, self-directed work ethic, deadline management