

OLUWAPELUMI ELIZABETH OLUWATOYIN

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PROFESSIONAL SUMMARY

Detail-oriented Business Administration graduate with hands-on experience in administrative coordination, operations management, executive support, virtual assistance, community management, and entrepreneurship. Founder of Smile Foods, with proven ability to manage business operations, maintain accurate records, coordinate projects, create digital content, and support business growth in fast-paced environments. Seeking an Administrative, Operations, Executive Assistant, or Virtual Assistant role where I can contribute strong organizational, communication, analytical, and leadership skills.

CORE COMPETENCIES

- Administrative & Executive Support
- Virtual Assistance & Task Coordination
- Operations Management
- Data Entry & Record Management
- Inventory Reconciliation
- Social Media Management & Reporting
- Community Management
- Customer Relations & Order Processing
- Basic Bookkeeping & Invoice Tracking
- Microsoft Excel (Data Organization & Reporting)
- Logistics Coordination
- Time Management & Multitasking
- Canva, CapCut, Ai tools.

PROFESSIONAL EXPERIENCE

Virtual Assistant – Women in Smart System and Arts (WiSSA), Remote

August 2026 – till date

- Provided administrative and operational support to the founder across multiple business, brand, and community projects.
- Managed social media accounts across Instagram, TikTok, Facebook, and X (Twitter) for WiSSA and affiliated brands, including Apps & Scripts, Food Safety, and Nuturemi.
- Created, planned, and published social media content, including educational, promotional, and community-focused posts.

- Managed WiSSA's WhatsApp community by creating engagement prompts, sharing announcements, responding to members, and supporting community activities.
- Supported the planning and execution of webinars, training programs, and virtual events.
- Coordinated speaker communication, participant engagement, event schedules, and other program-related activities.
- Created promotional content for courses, webinars, campaigns, and other initiatives.
- Assisted with day-to-day communication, task coordination, follow-ups, and project organization.
- Managed multiple projects and priorities simultaneously while working directly with the founder.

Operations Manager – Smile Foods, Ibadan

April 2024 – Present

- Founded and manage a small-scale food production business specializing in custom mini cakes and confectionery products.
- Oversee daily operations including order processing, production planning, inventory tracking, and customer communication.
- Manage pricing, bookkeeping, and expense tracking to ensure profitability and cost efficiency.
- Develop and execute social media marketing strategies to drive brand awareness and sales.
- Coordinate logistics and timely delivery fulfillment while maintaining high customer satisfaction and repeat patronage.

Administrative Assistant (NYSC) – Agricultural Marketing and Innovation Technologies, Ibadan

January 2024 – October 2024

- Managed and updated company records and inventory database, ensuring 100% accuracy in documentation and stock counts.
- Improved operational efficiency through structured administrative processes and task coordination.
- Prepared and maintained detailed Excel spreadsheets for tracking inventory and performance metrics.
- Managed daily social media postings, customer engagement, and order processing.
- Compiled and presented monthly performance reports with data-driven insights to improve engagement and sales.
- Provided general administrative support including scheduling, documentation, and communication coordination.

Executive Assistant – BQ Cuisine, Ilorin

January 2022 – August 2022

- Provided direct administrative and operational support to the CEO.
- Managed daily schedules, coordinated meal preparation logistics, and ensured timely delivery fulfillment.
- Handled customer communications, order processing, and issue resolution.
- Maintained and updated customer database records.
- Prepared invoices, tracked payments, and assisted with bookkeeping tasks.

- Coordinated social media marketing efforts and customer outreach initiatives.
- Supported inventory management and vendor sourcing.

Marketing and Sales Intern – IFORTIS Worldwide

June 2022

- Assisted in promoting company products and engaging prospective customers.
- Supported sales documentation and client follow-ups.
- Contributed to achieving team sales targets during internship period.

EDUCATION

Bachelor of Business Administration – University of Ilorin

2018 – 2023

TRAINING & CERTIFICATIONS

- Project Management – The Fundamentals and Beyond (Digital Exchange Academy x Open University UK x TeamGantt) – May 2024
- AI-Augmented Professional Development Skills (ALX) – August – September 2024
- Microsoft Excel Certification (Coursera) – February 2024