

OYEWOLE ABIDEMI REAGAN

SOCIAL MEDIA MANAGEMENT | DIGITAL MARKETING | COMMUNICATION

08107296120 Oyewolereagan1@gmail.com Osun / Oyo State, Nigeria

PROFESSIONAL SUMMARY

A digitally savvy professional with a Bachelor of Technology (B.Tech) in Quantity Surveying, practical experience in the marketing department of a microfinance bank, and ongoing National Youth Service Corps (NYSC) experience. Possesses expertise in digital communication, customer relationship management, internet research, project coordination, and public relations. Passionate about social media management and digital marketing, focusing on content planning, audience engagement, online brand communication, and driving business growth through strategic digital presence.

CORE COMPETENCIES

Social Media Management	Digital Marketing	Content Planning & Coordination	Customer Service & CRM
Digital Communication	Internet Research	Data Entry & Admin Support	Public Relations
Project Coordination	Quantity Surveying & Cost Estimation		

PROFESSIONAL EXPERIENCE

Marketing Officer August 2017 – January 2020
Legend Microfinance Bank, Inisa, Osun State

- Acquired new clients by identifying potential accounts and systematically promoting financial products and services.
- Conducted field business visits to increase product awareness and build lasting client relationships.
- Managed customer relationships through consistent follow-ups and prompt communication regarding inquiries.
- Supported promotional marketing activities aimed at expanding the bank's active customer base.

LEADERSHIP & SERVICE EXPERIENCE

Public Relations Officer (PRO) – Education Syndicate Currently Serving | Expected: Dec 2026
National Youth Service Corps (NYSC)

- Facilitate smooth communication between syndicate executives, members, and key stakeholders.
- Disseminate announcements, program reminders, and educational materials efficiently.
- Coordinate public relations and logistics for educational outreach and community development initiatives.

EDUCATION

Bachelor of Technology (B.Tech) in Quantity Surveying Graduation Year: 2024
Federal University of Technology, Minna, Niger State

TECHNICAL SKILLS

MS Word	MS Excel	MS PowerPoint
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CAREER FOCUS

Social Media Strategy	Community Mgmt
Brand Comms	