

SHEHU SODIQ AYINDE

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PROFESSIONAL SUMMARY

Strategic Social Media Executive and Corporate Communications professional with a strong foundation in content development, digital storytelling, and audience engagement. Skilled in crafting data-informed content that amplifies brand visibility, strengthens online presence, and builds meaningful connections across diverse audiences. Also experienced in managing social media platforms, executing targeted campaigns, and analyzing performance metrics to guide communication strategies. Adept at maintaining brand voice consistency, shaping public perception, and supporting corporate reputation through clear and impactful messaging.

EDUCATIONAL BACKGROUND

Kwara State Polytechnic, Ilorin, Kwara State

Higher National Diploma (HND), Mass Communication

2017 – 2024

WORK EXPERIENCE

Metro FM, Ikoyi, Lagos State

Jan 2023 – Dec 2023

Reporter

- Researched, developed, and delivered compelling news stories for on-air broadcast, ensuring accuracy, clarity, and audience relevance.
- Conducted interviews with diverse sources, transforming raw conversations into engaging, listener-friendly narratives.
- Covered community events and breaking stories, increasing audience awareness and local engagement.
- Verified facts and cross-checked information to maintain editorial integrity and credibility of published content.
- Collaborated with editorial teams to refine story angles and align content with broadcast priorities.
- Produced timely reports under tight deadlines, demonstrating strong news judgment and adaptability in fast-paced environments.

Social Media / Content Assistant

- Sourced and curated timely news and feature content for digital platforms, improving relevance and audience engagement.
- Conducted community interviews and transformed insights into compelling, audience-focused stories.
- Created engaging multimedia content (graphics, captions, short-form posts) to boost online visibility and interaction.
- Edited and optimized photos for digital publishing, enhancing visual quality and brand presentation.
- Collaborated with the media team to align online content with on-air programming and station objectives.
- Supported consistent content flow across platforms, contributing to steady audience growth and engagement.

SKILLS

- Excellent communication skills
- Teamwork and collaboration
- Strong problem-solving ability
- Computer literacy (Microsoft Office, basic media tools)
- Content creation and social media management
- Strong Writing & Copywriting Skills (clear, engaging, audience-focused)

REFERENCES

Available upon request