

SOBANKE KAREEMAH

NYSC CORPS MEMBER | MARKETING ASSISTANT | DIGITAL MARKETING & GRAPHIC DESIGN TRAINEE

07081424074 | kareemaholajumoke9@gmail.com | Seeking NYSC PPA in Lagos

PROFILE

Entry-level marketing and creative professional currently building practical skills in digital marketing and graphic design. Brings two years of administrative support experience, strong communication and follow-up skills, and hands-on project experience in audience research, content planning, WhatsApp Business optimisation and basic Canva design. Eager to learn on the job and contribute to marketing campaigns, customer engagement, lead generation and day-to-day business development activities during NYSC.

RELEVANT SKILLS

- Marketing campaign support
- Content planning & content calendars
- Customer communication & follow-up
- Audience & competitor research
- Lead tracking and data entry
- Canva (basic graphic design)
- WhatsApp Business
- Microsoft Word, Excel & PowerPoint
- Google Docs, Sheets & Drive
- Report writing & presentations

DIGITAL MARKETING PROJECT EXPERIENCE

Digital Marketing Assistant Capstone - Goodware Tech | HerTechTrail | Sep 2026

- Conducted audience and competitor research for a consumer electronics business and translated findings into practical content ideas.
- Created a 7-day content calendar and three original marketing content pieces focused on brand awareness and buyer education.
- Recommended improvements to WhatsApp Business messaging, customer labels, quick replies and profile structure.
- Developed lead-generation messaging and supported a simple prospect application and discovery process.

PROFESSIONAL EXPERIENCE

Personal Assistant - Goodware Tech | 2023 - 2025

- Handled incoming calls, emails and customer enquiries professionally and supported timely follow-up and communication.
- Prepared reports, presentations, meeting agendas and official correspondence for management.
- Maintained organised digital and physical records and supported day-to-day office coordination.
- Scheduled meetings, recorded action points and supported communication between management, clients and internal teams.

EDUCATION

Bachelor of Aquaculture and Fisheries Management (B.Aq.F.M.) | 2026

Federal University of Agriculture, Abeokuta (FUNAAB)

ACADEMIC RESEARCH

Evaluation of Selenium, Zinc and Sialic Acid Compositions in Nile Tilapia and African Catfish

- Worked with structured data collection, sample preparation, scientific documentation, analysis and report writing, strengthening attention to detail and research skills transferable to marketing research and reporting.

STRENGTHS

Willingness to learn • Clear written communication • Organisation & time management • Attention to detail • Team collaboration • Professional customer service