

TAIWO OLUWAGBEMISOLA OLUWAMODUPE
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Digital Marketing | Social Media Manager | Brand Communications

PROFESSIONAL SUMMARY

Creative and results-driven Marketing and Social Media Professional with experience in developing and executing digital marketing strategies, creating engaging content, and managing social media platforms to strengthen brand awareness and audience engagement. Skilled in content marketing, brand storytelling, campaign planning, community management, and performance analysis, with the ability to translate business objectives into impactful digital campaigns. Adept at leveraging market insights, emerging trends, and data-driven strategies to drive growth, enhance brand visibility, and deliver measurable marketing results.

CORE COMPETENCIES

- Digital Marketing Strategy
- Social Media Management
- Content Creation & Copywriting
- Content Marketing & Storytelling
- Brand Management & Positioning
- Social Media Strategy
- Community Management
- Campaign Planning & Execution
- Digital Content Planning

TECHNICAL SKILLS

- Canva Pro
- CapCut
- Google Workspace (Docs, Sheets, Slides, Drive, Calendar)
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Slack
- PressOne CRM
- Social Media Analytics & Reporting
- Content Management & Editorial Planning

WORK EXPERIENCE

SOCIAL MEDIA MANAGER & CREATOR PARTNERSHIPS COORDINATOR

DOKITAMI | *APRIL 2026 – PRESENT*

- Developed and executed multi-platform social media strategies across 3 brand pages and 5 major platforms, including Instagram, TikTok, X, Facebook, and LinkedIn, strengthening brand consistency and audience engagement.
- Planned and managed 30-day content calendars and produced 100+ branded marketing assets, including educational carousels, promotional campaigns, product marketing content, and social media creatives.
- Coordinated the end-to-end Dokitami Creator Program, overseeing creator recruitment, screening, onboarding, approvals, engagement, performance monitoring, and retention.
- Developed and standardized Creator Program resources, including onboarding guides, FAQs, creator briefs, content guidelines, and workflow documentation, improving programme structure and communication.
- Conducted influencer outreach and partnership negotiations with creators, wellness influencers, public figures, Nigerian blogs, and digital media platforms for paid collaborations and creator acquisition campaigns.
- Built and maintained a comprehensive creator database and reporting system, tracking recruitment, onboarding, content performance, follow-ups, and creator pipeline updates for senior management.
- Collaborated cross-functionally with operations, medical liaison, and leadership teams to streamline creator onboarding, improve programme efficiency, and support creator marketing and brand growth initiatives.

MARKETING & BRAND COMMUNICATIONS ASSOCIATE

WERK KREATIVE | *MAY 2026 – PRESENT*

- Spearheaded the development and execution of multi-platform content strategies across Instagram, LinkedIn, TikTok, and X, strengthening brand consistency, visibility, and audience engagement.
- Planned and managed monthly content calendars aligned with marketing objectives, audience insights, employer branding initiatives, and campaign priorities.
- Conceptualized and launched 4 recurring content series, including *Career Gist*, *Werk Job Drop*, *Tweets That Caught Our Attention*, and founder-led storytelling campaigns.
- Created and managed 50+ branded marketing assets, including recruitment campaigns, educational carousels, promotional graphics, employer branding materials, marketing copy, and short-form video scripts.

- Curated and transformed 100+ job opportunities into engaging branded recruitment content and redesigned the *Werk Job Drop* series into a consistent, scalable, and recognizable content format.
- Conducted competitor analysis, trend research, and social listening while collaborating with leadership to refine brand messaging, campaign direction, and creative execution.

MARKETING & SALES INTERN

CHECKAROUNDME | JANUARY 2026 – JULY 2026

- Supported digital marketing and customer acquisition initiatives, contributing to Meta Ads audience profiling, campaign messaging, and service provider acquisition strategies.
- Conducted competitor benchmarking across 5+ service marketplace platforms, analysing pricing models, revenue streams, business strategies, and market positioning to identify growth opportunities.
- Developed SEO-focused content across multiple digital channels, including newsletters, blog articles, email campaigns, landing page copy, video scripts, and promotional materials.
- Researched and proposed Local SEO strategies to strengthen search visibility and support customer and service provider acquisition.
- Produced 10+ strategic marketing reports and presentations covering digital advertising, Local SEO, competitor analysis, customer acquisition, and marketing technology.
- Mapped and evaluated the end-to-end customer and service provider journey, identifying opportunities to improve platform usability, onboarding, operational workflows, and conversion.

MARKETING & COMMUNICATIONS EXECUTIVE – BROKE AFTER PAYDAY?

BOOK CAMPAIGN | JANUARY 2026 – JULY 2026

- Led the end-to-end marketing and communications strategy for a multi-city book campaign spanning Lagos, Abuja, and Ibadan, covering pre-launch, launch, and post-launch phases.
- Planned and executed integrated campaigns across 6+ digital platforms, including Instagram, LinkedIn, TikTok, X, Facebook, and WhatsApp.
- Developed multi-platform content strategies, editorial calendars, campaign messaging, video scripts, promotional copy, and audience engagement initiatives.
- Directed the production and management of 100+ marketing assets, including social media creatives, event branding, billboards, invitations, partnership materials, TV graphics, and recap campaigns.
- Coordinated publicity for television appearances, physical events, and partnership activations, repurposing media coverage into engaging digital content.

- Managed partnership and stakeholder communications, including collaboration with Roving Heights Bookstore, while developing post-launch community initiatives to sustain reader engagement.

NIGERIAN PORTS AUTHORITY (NPA), APAPA, LAGOS

PUBLIC RELATIONS INTERN | *AUGUST 2023 – SEPTEMBER 2023*

- Conducted daily media monitoring and prepared reports on relevant news and industry developments for the Public Relations and Management teams.
- Supported corporate communications through meeting documentation and the preparation and distribution of internal communications, including memos, newsletters, and employee updates.
- Coordinated logistics for official visits, stakeholder engagements, and community outreach programmes.
- Contributed to the planning and execution of Corporate Social Responsibility (CSR) initiatives, gaining practical experience in stakeholder relations and public-sector communications.

EDUCATION

Covenant University | Ota, Ogun State

Bachelor of Science (B.Sc.) in Mass Communication | 2021 – 2025

- Completed coursework in Brand Management, Digital Marketing, Advertising, Public Relations, Copywriting, Consumer Behaviour, and Integrated Marketing Communications.
- Developed practical experience in campaign development, content creation, brand storytelling, strategic messaging, social media management, and pitch presentations through academic and student-led projects.

CERTIFICATIONS

Digital Marketing & Content Creation

Jobberman Nigeria × She Leads Africa (SLA)

Young Nigeria Works Programme | June 2026