

OLUWAPELUMI YUSUF

PROFESSIONAL

CONTACT

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📍 Ikeja, Nigeria

SKILLS

SKILLS

Social Media Marketing

Creativity and content
ideations

STRENGTHS

Creativity

Communication

Confidence

HOBBIES

I enjoy creating and
exploring social media
contents

Learning about new
digital trends

Music

EXPERIENCE

Content creation/ social media assistant

2020 to Present

Self employed | Lagos Nigeria

- Created engaging social media content tailored to target audiences and different content themes.
- Developed creative captions and relevant hashtags to improve content visibility and audience engagement.
- Consistently generated fresh content ideas based on social media trends.
- Improved my ability to create platform-appropriate content and communicate effectively with online audiences.
- Built practical experience in content planning, social media engagement, and digital communication.

EDUCATION

Yaba college of Technology

National Diploma

Mass Communication

2020 to 2022

- Developed strong written and verbal communication skills through Mass Communication studies.
- Gained practical knowledge of media writing, communication, public relations, advertising, and audience engagement.
- Applied creative communication skills to develop content, captions, and social media ideas.
- Built an understanding of how to communicate messages effectively to different audiences.
- Developed research, storytelling, presentation, and content-planning skills relevant to social management.