

Timilehin

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[LINKEDIN](#)

Digital Marketer|Social Media Manager|Content Writer|Blogger

I am a passionate and results-driven digital marketing professional with a diverse skill set spanning social media management, content creation, and blogging. With extensive experience and a proven track record of enhancing online presence and engagement, I am dedicated to driving brand growth and customer engagement through innovative digital strategies.

EXPERIENCE

Stimmy_Stitches — *Social Media Manager*

PRESENT

- Founder & Creative Director, Stimmy_Stitches
- Managed and grew social media presence
- Created and curated engaging content
- Developed and executed marketing campaigns

Thepurpleelegance — *Blogger*

PRESENT

- Content Writing and Editing
- SEO Optimization
- Topic Research and Trend Analysis
- Audience Engagement and Interaction
- Consistent Content Scheduling
- Multimedia Integration (Images, Videos)
- Social Media Integration and Promotion
- Analytics and Performance Tracking (Google Analytics, Social Media Insights)
- Email Marketing and Subscriber Management
- Brand Voice and Tone Development

Dudman_Documentaries — *Social Media Intern*

2022-2023

- Developed and implemented comprehensive social media strategies to enhance brand awareness and audience engagement.
- Created, curated, and managed content across multiple social media platforms, including Facebook, Twitter, Instagram, and LinkedIn.
- Monitored and responded to audience interactions, fostering community engagement and brand loyalty.
- Planned and executed social media campaigns to promote documentaries and events, increasing online visibility and viewer participation.
- Analyzed social media metrics and provided regular reports on performance, identifying areas for improvement and adjusting strategies accordingly.
- Coordinated with influencers, partners, and stakeholders to amplify reach and drive collaborative

SKILLS

- SOCIAL MEDIA MANAGEMENT (INSTAGRAM, LINKEDIN, FACEBOOK, TWITTER)
- CONTENT CREATION
- BLOGGING(WORDPRESS)
- BOOK-WRITING
- DIGITAL MARKETING STRATEGIES
- EVENT PLANNING AND HOSTING WEBINARS
- AUDIENCE ENGAGEMENT AND GROWTH
- ANALYTICS AND PERFORMANCE TRACKING
- SOCIAL MEDIA MANAGEMENT TOOLS
- EMAIL MARKETING
- URL SHORTENING WITH BIT.LY
- CANVA
- CAPCUT
- SALESQL
- POWERPOINT
- MICROSOFT WORD, EXCEL

AWARDS

- GOOGLE HUSTLE ACADEMY CERTIFICATE
- AI AUGMENTED PROFESSIONAL DEVELOPMENT SKILLS IN THE DIGITAL AGE, ALX CAREER ESSENTIALS

content initiatives.

- Kept up-to-date with the latest social media trends, tools, and best practices to ensure the brand stayed relevant and competitive.

SOCIAL MEDIA MANAGER & DIGITAL MARKETING STRATEGIST

Stimmy Stitches Creations | 2023

Developed and executed a content strategy that increased brand awareness and engagement.

Managed multiple social media platforms, growing an organic audience through SEO-driven content and targeted marketing.

Created engaging social media campaigns, leading to increased customer interaction and sales.

Implemented analytics-driven strategies to measure performance and optimize content.

Built an active online community (Stimmy's Tribe), fostering brand loyalty.

Social media manager & Digital Marketing Strategist

Dr. Seun Sokan Foundation | 2024 – Present

Managing the foundation's social media presence, crafting impactful content to boost awareness and engagement.

Developing and executing digital marketing campaigns to showcase the foundation's humanitarian initiatives.

Ensuring brand messaging aligns with the foundation's mission while increasing audience reach.

Promoting fundraising campaigns and community outreach programs.

MASTERCARD
CERTIFICATE

- JOBBERMAN SOFT-SKILLS TRAINING CERTIFICATE
- FISH FOR LIFE EMPOWERMENT(BEST TOP 7 FOR PILLARS CREATION-FUNNEL CREATION)

LANGUAGES

IELTS UKVI 5.5

ENGLISH & YORUBA

Engaging with the online community, fostering meaningful conversations, and responding to inquiries.

Social media manager & Digital Marketing Strategist

DicciFarms | 2024 – Present

Managing farm operations and crop production, ensuring sustainable agricultural practices.

Overseeing digital marketing strategies, optimizing the farm's online presence for greater market reach.

Engaging potential clients and partners, fostering collaborations to expand the business.

Implementing data-driven marketing to enhance customer engagement and drive sales.

Social media manager

Essence by RJ (Fragrance Store) | 2024 – Present

Managing social media platforms to increase brand awareness and online sales.

Crafting compelling content to showcase luxury fragrances, promotions, and customer testimonials.

Running targeted ads and promotions to drive sales and engagement.

Engaging with customers through comments, messages, and reviews to enhance customer relationships.

EDUCATION

Indiana Institute Of Digital Education — *Digital Marketing*

MARCH 2024

Great Learning Academy — *Product Management*

MARCH 2024

ATB TECH ACADEMY— *Digital Marketing*

JULY 2024

Great Learning Academy — *Digital Marketing*

ALX VIRTUAL ASSISTANT

VOLUNTEER

FEMME LEAD AFRICA (MARKETING & COMMUNICATION MENTORSHIP PROGRAM)

ROLE - MENTOR

- ✓ Provided strategic mentorship to aspiring marketers and communicators, helping them develop their skills in branding, content creation, and digital storytelling.
- ✓ Led sessions on social media management, audience engagement, and growth strategies tailored for African markets.
- ✓ Assisted mentees in crafting compelling marketing campaigns and refining their messaging for maximum impact.
- ✓ Reviewed and provided feedback on marketing materials, ensuring alignment with brand identity and communication goals.

✔ Shared insights on industry trends, personal branding, and leveraging digital tools for business success.

✔ Empowered mentees with confidence and practical knowledge to navigate the marketing and communication landscape.

CERTIFICATE

PROJECTS

DICCI_FARM — ATB TECH ACADEMY PROJECT (INTERNSHIP)

- **Project Overview:** Led the digital marketing strategy for Dicci_farm, a startup focused on innovative agricultural solutions. The project aimed to increase brand awareness and drive customer engagement in a highly competitive market. Reason for Project: The primary goal was to establish a strong online presence for Dicci_farm, educate potential customers about their innovative products, and ultimately drive sales growth in the agricultural sector.
- **Reason For Project:** The primary goal was to establish a strong online presence for Dicci_farm, educate potential customers about their innovative products, and ultimately drive sales growth in the agricultural sector.
- **Business Model Canvas Development:** Developed a comprehensive Business Model Canvas to outline and refine Diccifarm's value proposition, customer segments, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure.
- **Social Media Focus:** Developed a targeted social media strategy for Diccifarm, focusing on engaging small-scale farmers through tailored content and community building.
- **Content Creation:** Developed and published high-quality content, including blog posts, infographics, and videos, to promote Diccifarm's products and services.

- **Developed Targeted User Persona:** Created a detailed user persona, to effectively target small-scale farmers. This persona highlights key demographics, goals, challenges, and needs, guiding Diccifarm's service development in expert consulting, sustainable practices, and community networking to meet the specific needs of our audience.

Link: <https://eu.docworkspace.com/d/sIBWZ3vycAYTatrQG>

Link:

<https://docs.google.com/presentation/d/1Wyl687yD1UxigGrY8MEr9NiOgUML8xIa/edit?usp=drivesdk&oid=102311573190263530901&rtpof=true&sd=true>

PAYERTEL — ATB TECH ACADEMY PROJECT (INTERNSHIP)

- **Market Research and Analysis:** Conducting thorough research to understand the target market, customer needs, competitive landscape, and market trends relevant to Fintech and Telecom solutions.
- **Positioning&Messaging:** Developing clear and compelling product positioning and messaging that differentiates PAYERTEL from competitors and resonates with the target audience.
- **Go-to-Market Strategy:** Planning and executing the go-to-market strategy, including product launches, promotional campaigns, and sales enablement materials.
- **Customer Segmentation:** Identifying and defining customer segments to tailor marketing efforts and product offerings to meet specific needs and preferences.

Content Creation: Producing high-quality content such as blog posts, whitepapers, case studies, videos, and social media posts to educate and engage the target audience.

Sales Enablement: Providing the sales team with the necessary tools, training, and resources to effectively communicate the value of PAYERTEL to potential customers.

Product Evangelism: Acting as a spokesperson for PAYERTEL, attending industry events, webinars, and conferences to promote the product and engage with the community.

Customer Feedback&Insights: Gathering and analyzing customer feedback to inform product development and marketing strategies, ensuring the product meets customer needs and expectations.

Performance Tracking & Reporting: Monitoring the effectiveness of marketing campaigns and initiatives, analyzing key performance indicators (KPIs), and reporting on results to stakeholders.

Partnerships & Collaborations: Identifying and establishing strategic partnerships and collaborations to expand the product's reach and enhance its value proposition.

Brand Management: Ensuring consistency in brand messaging and visual identity across all marketing channels and materials.

Regulatory Compliance: Ensuring that all marketing activities comply with relevant regulations and industry standards specific to Fintech & Telecom.

Link:

<https://1drv.ms/p/c/9c43f80b7c905bc1/ETW0rkTEHxFDsRxFCWWRsr0BeYmkeYHOVa1hkmoVToQhsQ?e=Jx30v1>