

Oluwasegun Abayomi

Professional Summary

Competent & goal-oriented **Community Engagement Manager & Digital Marketing Strategist** with 5+ years combined experience and a proven track record of building long-term client relationships. Facilitates positive experiences through high-quality digital engagement strategies, prompt client complaint resolution of issues.

Core/Soft Skills & Competencies

- Social Media campaign implementation, management, advertising & analytics – Facebook, Twitter, IG.
- Administrative support, CRM, Sales Pipeline & Online Inventory Management.
- Client, vendor, sales, portfolio, stakeholder, key/channel account & relationship management skills.
- Effective interpersonal, collaboration & team-building, leadership & organizational skills.
- Top-notch time/project management, multitasking, prioritizing & triaging skills.
- Resourceful, enterprising, innovative, detail-oriented, negotiation & transaction/deal-closing skills.
- Proficiency in MS office suite, Hubspot, Zoom, Slack & Google web-based apps & services.
- Effective verbal, listening, written communication & presentation skills.
- Excellent critical thinking, numerical, logical, technical problem-solving & analytical skills.

Work Experience

Executive & Admin Assistant & Community Engagement Manager

Funky Collectionz, Lagos, Nigeria - March 2021 till date

- Acts as the primary point of contact among executives, employees, clients and external partners while managing timely and accurate information flow.
- Organize and maintain the office filing system, Format information for internal and external communication – memos, emails, presentations, reports.
- Creates & publish social media content to lead and execute marketing plans across all social media platforms.

Community Engagement Manager & Social Media Strategist

Olasprosper Logistics, Lagos, Nigeria – October 2019 – February 2021

- Consistently provided best-in-class customer service via Email, Inbound/Outbound voice calls, livechat and social media to all customers and social media, answering questions, disseminating information and addressing complaints while paying attention to special need and resolving issues.
- Created & published social content to lead and execute marketing plans across all social media platforms while improving brand perception through the overall social media strategy.
- Maintained customer satisfaction with forward-thinking strategies focused on addressing customer needs and resolving concerns while maintaining consistent follow up with prospects to effect higher conversion to sales.
- Provided information to customers regarding charge accounts and loyalty program and helped to open and activate new accounts while cultivating customer loyalty, promoting repeat customers and improving sales.

Social Media Strategist (Intern)

Olasprosper Logistics, Ile-Ife, Nigeria - March 2015 – March 2017

- Executed branding, digital marketing messaging, and advertising campaigns via social media engagement.
- Contributed to mock-ups, email campaigns, social media content; designed and implemented social media campaign ideas, and created informative and entertaining posts for client's Twitter, Facebook and Instagram pages.
- Developed and implemented performance improvement strategies to promote continuous improvement.

Education

Bachelor of Science (Hons), Microbiology, 2016

Obafemi Awolowo University, Ile-Ife, Nigeria.

Trainings & Certifications

- Fundamentals of digital marketing certification, Google Digital Garage, 2015.
- Human Resource Management Associate, Macnel Consult, Port-Harcourt, 2018.
- Jobberman Accelerated Soft Skills Course, 2021.

Reference

Available on request.