

Femi James

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SUMMARY

Experienced and Innovative Marketing and Social Media Specialist, I have a strong background in marketing, with extensive experience in traditional marketing, social media management, SEO strategy, data analysis, and campaign management. I'm passionate about using data to understand, create, and optimize campaigns to deliver real, measurable results, coupled with excellent communication and content creation skills, which makes me an ideal candidate for a Marketing and Social Media Specialist role.

SKILLS

- Marketing Expertise
- Social Media Management
- Exceptional Customer Service
- Client Relationship Management
- Data Analysis and Optimization
- Search Engine Optimization (SEO)
- Strategic Planning and Goal Setting
- Brand Strategy Development
- Content Creation
- Communication Skills
- Team Leadership
- Report Preparation and Presentation

EXPERIENCE

Digital Marketing and Communication Consultant, Robert Taylor Media Agency, December 2022-April 2024

- Developed and executed digital marketing strategies across various industries, focusing on driving brand awareness, engagement, and growth.
- Conducted thorough data analysis to evaluate campaign performance and identify areas for optimization, leading to improved marketing effectiveness.
- Managed social media campaigns, SEO initiatives, and email marketing campaigns to drive brand awareness, engagement, and growth
- Collaborated closely with internal teams to ensure timely delivery of client projects, meeting project objectives and deadlines.
- Provided actionable recommendations for enhancing marketing performance based on data-driven insights, contributing to client success and satisfaction.

Marketing and Communication Manager, Trinitas Foundation, May 2021-April 2024

- Spearheaded the development and execution of integrated marketing, media, and communication strategies to enhance brand awareness, engagement, and growth for Trinitas Foundation.
- Managed multiple digital channels including social media, SEO campaigns, and email marketing to optimize performance and achieve measurable results.

- Conducted comprehensive market research and competitor analysis to identify emerging trends and opportunities for strategic growth.
- Utilized data-driven insights to devise and implement targeted marketing strategies, resulting in increased customer acquisition and retention rates.
- Provided leadership and mentorship to a team of marketing and media professionals, ensuring alignment with project objectives and successful project outcomes.

Customer Support Specialist, Sterling Bank Plc, May 2018-May 2021

- Provided technical support to customers responding to inquiries and resolving issues to satisfaction promptly and compliance with policies and procedures.
- Assisted customers with product installation, troubleshooting, and usage questions through social media, emails, and phone calls promptly, courteously, and professionally.
- Maintained up-to-date knowledge of the bank's products, services, policies, and procedures to answer and address customers' inquiries, requests, and complaints using all available resources.
- Recorded all customer interactions into the database system accurately and completely.

EDUCATION AND TRAINING

Advanced Digital Technology

Data Analytics, Southern Alberta Institute of Technology

Bachelor of Science

Marketing, Houdegbe North American University

AVAILABILITY

- Full-time, Part-time, Contract, Shifts, Weekends

WEBSITES, PORTFOLIOS, PROFILES

- www.linkedin.com/in/femijames/

REFERENCES

References available upon request.