CURRICULUM VITAE

Name: [tola niwa]

Contact : [Tolaniwa9@gmail.com]

Address: [no 10 abidogun, osun state Nigeria]

Summary:

A highly motivated and results-driven marketer with over [5] years of experience in various industries. Proven track record of developing and executing successful marketing strategies to drive brand awareness, lead generation, and revenue growth. Strong analytical skills and ability to effectively communicate with cross-functional teams. Expertise in digital marketing, social media management, content creation, and campaign optimization.

Education:

[PhD], [Lagos state university]

- [2019]

- Relevant coursework: Marketing Strategy, Consumer Behavior, Digital Marketing, Marketing Research

Work Experience:

[Networkmarketer], [Neolife]

[2019]

- Developed and executed integrated marketing campaigns across digital and traditional channels, resulting in a [100]% increase in brand awareness and [100]% growth in lead generation.

- Managed social media accounts with a combined following of [5k] followers, resulting in [6]% increase in engagement.

- Created compelling content for website, blog posts, social media, and email marketing campaigns, resulting in [5000] increase in website traffic and [60]% increase in email open rates.

- Conducted market research and competitor analysis to identify opportunities for growth and development of new marketing initiatives.

[Network marketer], [Neolife]

[2019]

- Assisted in the development and implementation of marketing strategies and campaigns to drive brand recognition and customer acquisition.

- Collaborated with cross-functional teams to optimize website content, ensuring a seamless user experience and improved conversion rates.

- Monitored and analyzed key marketing metrics to measure and track campaign performance, providing actionable insights for future campaigns.

- Supported the development of marketing materials, including brochures, presentations, and sales collateral.

Skills:

- Digital Marketing: SEO, SEM, PPC, Social Media Marketing, Email Marketing

- Content Creation: Copywriting, Blogging, Social Media Management, Content Strategy

- Analytics: Google Analytics, Marketing Analytics, A/B Testing

- Marketing Strategy: Market Research, Competitor Analysis, Campaign Development

- Communication: Excellent verbal and written communication skills

- Software: Microsoft Office Suite, Adobe Creative Suite, CRM software (e.g., Salesforce)

Certifications:

[Marketing strategizer]

Languages:

- Fluent in [English Language]

- Proficient in [Freanch language]