Omotoyinbo Peculiar's CV

NAME: Omotoyinbo Peculiar

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Objective: Seeking an entry-level position as a product marketer in a dynamic and innovative organization where I can utilize my creativity, strategic thinking, and marketing skills to learn and grow as a professional.

Summary:

As a recent graduate with a Bachelor's degree in Marketing, I am eager to start my career in product marketing. I have developed a strong foundation in marketing principles and possess excellent analytical, organizational, and communication skills. I am a quick learner with a passion for creative problem-solving and teamwork.

Education:

Bachelor's degree] in Marketing

University of Lagos

Lagos

2019

Relevant coursework:

Marketing Principles and Practices

Market Research and Analysis

Product Management and Development

Consumer Behavior

Advertising and Promotion

Digital Marketing

Experience:

Freelance work as a product marketer

Company Name: Xiaomi

Location: Remotely

Employment dates: 2019-2020

Assisted in the development and execution of marketing campaigns, resulting in a significant increase in revenue.

Conducted market research and competitive analysis to identify market opportunities and threats.

Assisted in the planning and execution of product launches, including coordinating launch events and developing launch materials.

Created marketing collateral such as product brochures and flyers using Adobe Creative Suite.

Conducted social media audits and developed social media content calendars.

Skills:

Marketing Principles and Practices

Market Research and Analysis

Product Management and Development

Consumer Behavior

Advertising and Promotion

Digital Marketing

Adobe Creative Suite (Photoshop, InDesign, Illustrator)

Social Media Management

References:

Available upon request.