



Winner Shoniran

Social Media Manager

- Led the social media team to increase the company's social media following by 50% in the first year, resulting in a 30% increase in website traffic and a 20% increase in sales.
- Created and implemented social media campaigns across various platforms, resulting in a 25% increase in engagement and a 15% increase in website traffic.
- Managed social media accounts and developed social media strategies, resulting in a 40% increase in followers and a 20% increase in social media engagement.

Contact

Phone

+234 09034803035

Email

thesocialworscope@gmail.com

LinkedIn Profile

<https://www.linkedin.com/in/winner-shoniran/>

Address

No 9, Tsuru Olugbani Street, Ikeja, Lagos, Nigeria

Education

Mar 2022 Present

BBA Marketing

Nexford University

Expertise

- Brand Management
- Content Marketing
- Written and Verbal Communication
- Time Management
- Analytical and critical thinking
- Facebook, Instagram & LinkedIn
- Hootsuite, Buffer & Sprout Social
- Graphic Design
- Facebook Meta Suite
- Canva
- Content Creation
- Copywriting
- Online Community Management

My Interests

I love exploring the different aspects of my creativity and getting inspiration from my interests. Some of the things I love doing are travelling, going for exhibitions, visiting museums and sampling food from different cultures and places

Experience

● Aug 2022 - Apr 2023

TotalEnergies

Sales and Marketing Intern

- Conducted market research and analysis to identify new sales opportunities and consumer trends, providing valuable insights to senior marketing managers.
- Coordinated with the creative team to develop high-quality marketing materials, including the quarterly newsletters
- Assisted with the preparation of marketing reports and presentations, providing insights and recommendations to senior management.

● Dec 2022 - Mar 2023

Awoof Games

Social Media Manager

- Led the social media team to increase the company's social media following by 50% in the first year, resulting in a 30% increase in website traffic and a 20% increase in sales.
- Created and implemented social media campaigns across various platforms, resulting in a 25% increase in engagement and a 15% increase in website traffic.
- Conducted competitive analysis to develop effective social media and digital marketing strategies, resulting in a 10% increase in brand awareness and a 5% increase in market share.

● Oct 2021 -Present

The Social Worscope

Social Media Manager

- Developed and executed social media strategies that led to a 50% increase in engagement and a 25% increase in followers over a six-month period
- Collaborated with cross-functional teams to ensure brand consistency across all social media and digital marketing channels.
- Monitored and reported on social media analytics and key performance indicators (KPIs), providing insights to inform and improve social media strategy
- Optimized website user experience resulting in a 40% decrease in bounce rates and a 30% increase in time on site

● Apr 2022 -Dec 2022

I Create My Story

Digital Marketing Intern

- Conducted extensive research and analysis of industry trends to identify new opportunities for social media engagement, resulting in a 10% increase in followers and a 5% increase in engagement.
- Monitored and reported on social media and digital marketing analytics to inform future strategies and tactics.
- Optimized website user experience resulting in a 40% decrease in bounce rates and a 30% increase in time on site