

AINA DADA

CONTENT STRATEGIST / SOCIAL MEDIA
MANAGER

📍 Jordan Brookes Estate, Lagos State, Nigeria

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📷 [instagram.com/ainataalks](https://www.instagram.com/ainataalks)

📄 Profile

Curious Digital Content Marketer adept at leveraging the power of online communities, blogs and social media platforms to increase brand awareness and boost brand loyalty. I have experience in creating aesthetically pleasing, highly targeted web content that pulls traffic. Furthermore, building productive relationships with clients and partners is a priority for me.

🧠 Skills

Analytics: (Sprout, IG Analytics, Hootsuite, Keyhole, google analytics, etc.),
Inbound Marketing,
Writing and Communication,
Visual Designs / Content Creation: Canva, Mojo, etc.,
Project Management Skills,
Ability to manage content for multiple websites,
Product Photography and Photo Editing.,
Sound knowledge of SEO best practices

🎓 Education

Obafemi Awolowo University Ile-Ife,
BSc. Microbiology
2012 – 2017 | Osun State, Nigeria

📁 Professional Experience

Hesges Synergy,

CONTENT STRATEGIST / SOCIAL MEDIA MANAGER

2018 Dec – 2019 Oct | Lagos State, Nigeria

Developed a specific tone and style for the content based on usage pattern analysis on online social media,

Conducted user experience research and implemented strategies for better user experience,

Worked with a team to organize the GiveRaffle grand draw events,

Designed and directed advertising campaigns, Managed budgets and media spend.

Stephanie Coker Presenting Course,

CONTENT STRATEGIST / COMMUNITY MANAGER

2018 Nov – 2019 Jan | Lagos State, Nigeria

Developed relevant content topics to reach the company's target customer,

Created, curated, and managed all published content,

Reputation management

SMD Media House,

CONTENT STRATEGIST / COMMUNITY MANAGER

2017 Dec – 2018 Dec | Lagos State, Nigeria

Integrate all channels of marketing (social media, SEO, content marketing),

Curated engaging website

(www.mojidelano.com) articles on diverse topics including fashion, self development, health, travel out of many others.

Implemented a content editorial calendar to manage content and plan specific, timely marketing campaigns,

Created content and implemented strategies for social media campaigns,

Created reports campaign.

Interests

Hobbies

Traveling (Completed a 45-Day road trip across West African countries in 2019), Fashion, Visuals (Photography and Videography), Community Building, Reading.

Certificates

- Fundamentals of Digital Marketing, Google.

BRANDS I HAVE WORKED WITH

Google,
Diaego,
GiveRafle,
Imperial Blue
Krispykreme,
Osa Seven
New Day Medix,
DKM Media,
Business Day CEO Magazine,
Muginabox,
Olatokunbo Foundation.

GetUpInc,

CONTENT STRATEGIST / COMMUNITY MANAGER

2017 Dec – 2018 Dec | Lagos State, Nigeria

Conducted interviews for BusinessDay's C.E.O. Magazine,

Content management for company website ('www.getupinc.com'),

Engaged influential millennials across different sectors in twitter conversations (bi-weekly),

Produced content calendar for social media across different platforms,

Created, curated, and managed all published content.

Celtron Nigeria Limited,

Business Development Officer / Client Services

2013 Jul – 2015 Jul | Lagos State, Nigeria

Effectively managed existing client relationships with brands like UBA, MTN and Nigerian Breweries and;

Met company target, KPIs and also, grew customer base significantly.

Marketed promotional mediums (billboards and bus shelters) across Nigeria,

Create and present proposals.