

# Akinyemi Barakat Aduni

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## Social Media Strategist / Content Curator / Content Creator / Creative Director

A dynamic and accomplished Social Media Strategist, Creative Director, Content Creator and Content Curator renowned for orchestrating groundbreaking campaigns that increased brand visibility by 50% and achieved a remarkable 75% surge in user engagement. Specializing in innovative content strategies resulting in a 100% increase in organic reach, fostering genuine connections with diverse audiences. A creative visionary excelling in crafting compelling narratives transcending industry norms, while commitment to data-driven decision-making ensures finely tuned strategies for success. A collaborative maven thriving in dynamic teams, bringing a unique blend of creativity and strategic acumen to every project. Ready to contribute proven expertise to a team dedicated to pushing boundaries in the digital landscape.

## WORK EXPERIENCE

### Olive Republic • Lagos • Remote • July 2024 – Present

#### Social Media Manager / Content Creator

- I developed and executed a results-driven social media strategy that aligns with the brand's seasonal collections, campaigns, and overall marketing goals.
- Conceptualize, shoot, and edit engaging fashion content including outfit styling, behind-the-scenes footage, trend videos, campaign teasers, and flat lays.
- Created reels, TikToks, lookbooks, and aesthetic visuals that reflect the brand's identity and appeal to a fashion-forward audience.
- Worked with models and stylists to produce editorial-style and user-generated content.
- Posted consistently and maintain a cohesive brand voice and visual identity.
- Identified and collaborated with fashion influencers, stylists, and content creators for campaigns and gifting initiatives.
- Used insights to refine strategies and test new content formats, posting times, and engagement techniques.
- Engaged with the community by responding to comments, DMs, and user tags.
- Created and curated Mood boards for new collection Launch
- Created and posted across all social media platforms regularly
- Captured and share live social content from photoshoots, fashion shows, pop-ups, and influencer events.

### AmyjunePR • Lagos • Remote • Nov 2022 – June 2024

#### Marketing Lead / Social Media Manager { JapaNigeria, Moyato.Africa, Bloomybfd, Jamescourtlekki, Hangoverpatch...e.t.c}

- I created successful marketing campaigns for Japa App Launch, Monthly Webinars, Twitter Spaces which had over a thousand attendance for the first Twitter Space
- Increased JapaNigeria followers count from 3k to over 15k followers on Instagram
- Created Japa TikTok account which had over 5k followers within 4 months and over 90k views within 60 days, and created Japa YouTube as well
- Created and curated Mood boards and product launch for Bloomybfd new collection Launch
- Created Monthly Mood boards for Jamescourtlekki monthly shoots
- Handled the influencer marketing and activities for Jamescourt new Menu Tasting event, and also handled the marketing activities (content inclusive) for their Pool Parties
- Created and had a successful Valentine Campaign for Hangoverpatch
- Curated influencers list, sent out emails, monitored the events and created contents at the Moyato Launch (THE IYATO SHOW)
- Created and posted across all social media platforms regularly

### GDM Group • Lagos • On-site • Jan 2022 – Nov 2022

#### Content Writer / Social Media Manager

- Conducted thorough keyword research and seamlessly integrated high-ranking keywords into content, optimizing search engine visibility.
- Crafted compelling narratives aligned with the brand's identity, mission, and values.

- Utilized analytics tools to track and analyze content performance metrics, providing actionable insights for continuous improvement.
- Fostered engagement and community growth through strategic social media interactions and relationship-building.
- Developed and executed comprehensive content plans aligned with business objectives and target audience interests.
- Created diverse content formats, including graphics, videos, and infographics, to cater to varied audience preferences.
- Developed crisis communication strategies and managed responses during sensitive situations.
- Conceptualized and executed innovative social media campaigns to promote brand initiatives and product launches.

### **Freelance • Lagos • Remote • Jan 2020- Dec 2021**

#### **Social Media Manager**

- Curated shareable, authentic content, resulting in a 100% increase in organic reach within a quarter.
- Monitored social media channels for potential issues and addressed them proactively to maintain brand reputation.
- Collaborated with cross-functional teams, including designers and multimedia specialists, to enhance the visual appeal of content
- Pioneered a content strategy that transcended industry norms and resonated with the brand ethos, contributing to a significant boost in online presence.

### **Freelance • Lagos • Remote • Jan 2019 - Dec 2020**

#### **Copywriter / Digital Marketer**

- Crafted compelling and persuasive copy that effectively communicated brand messages and resonated with target audiences.
- Developed engaging headlines, taglines, and slogans to capture attention and create memorable brand experiences.
- Collaborated with marketing teams to align copy with overall brand strategy and campaign objectives.
- Adapted writing style to suit various platforms and mediums, maintaining consistency while tailoring content for diverse audience segments

### **EDUCATION**

B.Sc Hospitality and Tourism

Federal University of Agriculture • Ogun State, Nigeria • Jan 2019 – May 2025

### **CERTIFICATIONS**

Digital strategist honours

Autumn Branding • 2019

Fundamentals Of Digital Marketing

Google • 2020

Advanced Financial Literacy certificate

SMEsabi • 2022

### **SKILLS**

- Creative Writing
- Strategic Planning
- Research Skills
- Attention to Detail

- Editing and Proofreading
- Time Management
- Trend Awareness
- Brand Advocacy
- Content Creation
- Crisis Management

