





OLAWALE OLAJIRE EMMANUEL

CONTACT DETAILS

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PORTFOLIO

-  www.emmatech.instantdata.com.ng

INTERESTS

- Insights and Analytics
- Web Development
- Web Research
- Technology

HARD SKILLS - SOFTWARE

- Digital Skills (Google Workspace, Office 365)
- Website and Portal Development (HTML, CSS, Bootstrap)
- Film Editing (Movavi, PosterMyWall)
- Digital Marketing and SEO (Google Search Console for Submission)
- Web Research

SOFT SKILLS

- Accountable and Proactive
- Attention to Details
- Communication Skill
- Multi-tasking Skill
- Problem Solving Skill
- Team Player
- Time Management

PROFESSIONAL SUMMARY

A dynamic digital marketer with proven expertise in managing social media platforms, running data-driven ad campaigns, and implementing effective SEO strategies. I am results-oriented, detail-focused, and passionate about leveraging digital tools to drive brand growth and engagement. My proficiency in creating impactful content, analysing campaign performance, and delivering innovative marketing solutions enables me to achieve business goals while maintaining a high level of professionalism and creativity.

PROGRESSIVE WORK EXPERIENCE

AppClick ICT Academy, Ibadan

Position: Digital Marketing Manager

September 2023 – Date

Job Description

- Increase social media engagement by 60% through targeted content strategies and consistent branding across platforms.
- Achieve a 40% boost in website traffic and conversions by running and optimizing high-performing paid ad campaigns.
- Maintain the academy's top search ranking by implementing effective SEO strategies, driving sustained organic traffic.
- Train over 100 students in Digital Marketing, equipping them with industry-leading skills and practical knowledge.
- Enhance campaign effectiveness, achieving a 50% ROI improvement through data-driven analysis and optimization.
- Lead cross-functional collaborations that result in engaging content and promotions, driving a 35% increase in enrollment

Altara Credit Limited, Ibadan

Position: Learning and Development Officer

December 2022 – April 2023

Job Description

- Trained over 250 sales agents across 5 Altara branches, boosting their sales performance from 20% to 80% KPI.
- Developed and implemented cost-effective strategies that reduced company expenses on physical marketing by 50% through the use of social media ads.
- Introduced innovative strategies to replace underperforming ones, resulting in a 70% increase in overall productivity.
- Designed and facilitated tailored training programs to enhance agents' skills and sales techniques.
- Monitored and evaluated training initiatives, ensuring agents' performance aligned with the goals of Altara Credit
- Fostered a culture of continuous learning by providing ongoing support that led to an increase in agent retention

REFEREES

Available on request

PROGRESSIVE WORK EXPERIENCE

Altara Credit Limited, Ibadan
Position: Direct Sales Agent
March 2022 – December 2022

Job Description

- Consistently achieved sales targets of ₦5 million monthly for six consecutive months, earning recognition as the top sales agent company-wide.
- Drove sales expansion as a sales captain using advanced marketing strategies.
- Developed and implemented an effective follow-up strategy for debt collection, resulting in the highest recovery rates across the organization.
- Identified and converted high-value prospects, driving significant revenue growth.
- Built and maintained strong customer relationships, ensuring client satisfaction

Silver Polygon Entertainment
Position: Artistic Director
January 2019 – December 2022

Job Description

- Boosted traffic to Silver Polygon's YouTube channel with innovative campaigns.
- Created "Watflix," a project that garnered 27k views within 24 hours of release.
- Produced engaging content that enabled Silver Polygon to achieve 4,000 watch hours in just one week.
- Led the creative direction for projects, ensuring alignment with the brand's identity.
- Developed high-impact visuals in collaboration with production teams.

EDUCATION AND QUALIFICATIONS

University of Ibadan, Oyo State	Bachelor of Science - BSc Communication and Language Art 2024
Federal College of Education, Oyo State	National Certificate in Education - NCE Theatre Art 2017

PROJECTS

Digital WhatsApp Conversion

Implemented a WhatsApp sales conversion system designed to engage prospects beyond the saved contacts on a phone, driving broader reach and increased customer engagement.

Altara Credit Limited, 2023

Task: Educators Training

I organized a successful educators' training program in collaboration with a renowned educator, Teacher Joy. The training focused on equipping school owners with the skills to set up free, powerful school portals. The initiative saw remarkable participation, with over 154 schools attending and 98 successfully hosting and independently managing their portals.