**Omonlua Orhewere**

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**Profile**

A highly motivated digital marketing enthusiast, who is also experience with the e-commerce industry. With strengths in communication, social media strategies, client relations, I work to deliver all projects to a high level. Looking forward to gaining further experience within a fast-paced environment where my current skillset will be of value.

**Experience**

**Marketing Consultant: LaPearl Creations July 2018 –**

Using social media to build and maintain a following for the beauty and skincare industry.

* Produced market research on competitors in the same space, informing the implemented business strategies of the business
* Organized awareness through training and partnerships through collaboration with similar leaders in the industry
* Built and curated a client database, through social media and other communication mediums
* Produced quality checked valued content across social media and concurrently managed SEO strategies to drive traffic

**Project Administrator: The Hub Studios 2016 – 2019**

Performed and led on administrative support for a locally based charity organization

* Ensured member databases were up to date and maintained compliant to inhouse guidelines
* Proofread researched articles to ensure professional standards were upheld
* Edited and reviewed articles and managed stakeholder expectations
* Trained new members to the organization’s help desk regarding the in-house procedures

**Digital Marketing Assistant: Kingdom Academy 2014 – 2016**

Creatively set up a center for development with a focus on IT trainings

* Management of project through its lifecycle from scoping to delivery
* Maximization of customer clicks through engaging content
* Led the process for data collection, data entry and data reporting
* Developed social media marketing contents and campaigns to inform market research

**Marketing Supporting Officer: Medspace Managers 2012 -2014**

Assisted in Administrative, Marketing and Outdoor Adverting Consulting

* Provided support through the scheduling of meetings and follow-up to ensure project success
* Organized trainings and indoor and outdoor retreats for staff members
* Assisted in the recruitment and training of 4 new staff
* Supported the team lead in arranging and managing directors travel itineraries

**Education**

**Google Digital Garage: Fundamentals of Marketing (2020)**

* Gained an understanding of building an online business presence and create relevant for target audiences

**University of West London: MSc Corporate Communication (2012)**

* Conducted a research report on a plethora of strategies available for stakeholders in meeting their marketing objectives

**Lead City University: BSc Mass Communications 2: 1 (2009)**

* Obtained an in-depth understanding of the ethics of investigative journalism, developed content writing skills. Also delved into media law to understand the regulatory aspect of journalism

**Skills**

* SEO Optimization
* Vendor & Supplier relationship management
* Conversion Rate Optimization
* Content Marketing

**References**

Available on request