



# Nafisat Oyedele

Assistant Brand marketing manager

 Manchester, UK

 Nafisat's availability **should be discussed**

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## Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Hourly Consulting, Free-lance Assignments, Permanent Positions

## Skills

Marketing (Intermediate)

Marketing Strategy (Advanced)

Social Media (Intermediate)

Budget Analysis (Beginner)

Content Analysis (Intermediate)

Influencer Marketing (Intermediate)

## Languages

English

## About

A Marketing master's graduate with a law degree, who has extensive experience working in Brand marketing, Social Media Marketing and Customer service roles. I am a strategic self-starter who is actively looking for diverse opportunities which would enable my growth. I am interested in learning how to use new tools and systems while gaining new skills and experiences. I am also currently doing a cybersecurity course. I am action focused and keenly interested in achieving success.

### BRANDS WORKED WITH

An Evening With the Verse Writer

Callcare247

Heap & Co

Newell Brands

Social Circle

## Experience



### ● Brand Marketing Assistant

Newell Brands | Dec 2021 - Now

Responsibilities

- Improving my research and trend forecasting skills by forecasting social trends
- Liaising with agency and managing influencer requests
- Approving content calendar and trend forecasting
- Supporting with planning internal events and product launches

### ● Customer Service Representative

Callcare247 | Jan 2021 - Dec 2021

- Improving my attention to detail through email communication while working in a target driven environment (50 emails resolved daily).
- Boosting my communication and problem-solving skills through liaising with customers and meeting their needs.

### ● – Communications Executive

Heap & Co | Jan 2021 - Jul 2021

- Displayed excellent strategic abilities through the initiation of a digital marketing strategy for the brand, leading to an increase in brand awareness and engagement by 20% in 2 months.
- Boosting my communication skills through public relations, liaising with influencers and brands and client meetings.



### ● – Digital and Social Media Intern

Social Circle | Jan 2021 - May 2021

- Enhanced my strategizing and planning abilities through creation of a social media marketing plan and implementation of marketing strategies on Facebook and Instagram.
- Built my research and analytical skills through undergoing market analysis of competitors and industry trends.
  - Boosted my creativity and copywriting skills through managing social media, creating email marketing plans and writing content.
  - Gained an understanding of AB tests and how to deliver them

### ● – Head of Marketing, Creative Director

An Evening With the Verse Writer | Nov 2019 - Feb 2020

- Embarked on a digital marketing campaign via Instagram and twitter, which comprised of mobilizing people to post and repost digital flyers, thereby improving my communication skills.
- Elevated my project management skills through handling the marketing and promotion of the poetry show, which resulted in the show selling out twice.
  - Advanced my team working skills while working alongside the creative team to create set design and set up.

