

## OREOLUWA ADEMINYI - SOCIAL MEDIA AND BRAND EXECUTIVE

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Remote

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### PROFILE

Oreoluwa is a graduate of Mountain Top University, Ogun State, Nigeria with a degree in the English Language. He is an innovative blogger and social media manager with extensive expertise in producing engaging, traffic-boosting blog posts in the entertainment industry for over eleven years.

He is a senior product designer with a demonstrated history of working in the tech industry. He has worked with engineers and designed systems for interactive web and mobile experiences.

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### EMPLOYMENT HISTORY

June 2022 - Present  
United Kingdom

#### Lead/Snr. Product Designer — Xcel Inc. Limited (Full Time)

- Identified product opportunities to create more financial accessibility
- Leading UX designer on the XcelApp Project (Xcel mobile app)
- Designed interfaces for a multi-wallet mobile app with AML/KYC compliance

Dec. 2021 - May .2022  
Agia Triada, Cyprus

#### Product Specialist — Admarket Limited, Adsterra (Contract)

- Collaborated with a team of customer experience experts to ensure the delivery of exceptional products to clients such as **Sidebar and socio-ads development**
- Collated important pieces of vital customer reviews and positions a product to analyze market trends and develop sales.
- Collaborated and strategized with the business and engineering teams to deliver outstanding and long lasting user experience for web and mobile

March 2021 - March 2022  
Lagos, Nigeria

#### Social Media and Brand Executive— eTranzact Global Limited BVI (Full Time)

- Produced pieces of relevant and highly-engaging content, heightening the opportunity for increased user interaction.
- Improved the company's Search Engine Optimization (SEO) to increase leads and generate high traffic and user engagement.
- Increased the company's Instagram account from 360 followers to 4,000+ followers within the space of three weeks (21 days).
- Managed SEO campaign expenses, estimated monthly costs and reconciled discrepancies to maximize the budget.

June 2021 - Oct. 2021  
Lagos, Nigeria

#### Social Media, Brand and Communication Specialist — Chioma the Musical (Contract)

- Assisted with the execution of effective press conferences and other PR-related events and activations.
- Managed and maintained media connections proactively, especially with significant media organizations and sport reporters.
- Researched contents and consumer trends, developed content strategies, and created content across various social platforms.
- Worked closely with design and marketing teams to ensure that contents are engaging and consistent across all media platforms.

May 2021 - Nov.2021  
Ogun, Nigeria

#### Product Designer — BrainBokz Limited (Contract)

- Designed wireframes and high-fidelity screens for an online platform that allows University Aspirants **find past questions and answers to their desired course of study**
- Vocally and graphically conveyed study data, conceptual notions, specific design, and design justification.
- Created a collection of components for scalability

Sept. 2019 - Apr. 2021  
Lagos, Nigeria

#### Social Media Director and Blogger - Kreatif Mxnds Group (Full Time)

- Produced pieces of relevant and highly-engaging content, heightening the opportunity for increased user interaction.
- Improved the company's Search Engine Optimization (SEO) to increase leads and generate high traffic and user engagement.
- Increased the company's Instagram account from 360 followers to 4,000+ followers within the space of three weeks (21 days).
- Managed SEO campaign expenses, estimated monthly costs and reconciled discrepancies to maximize the budget.
- Analyzed website performance and effectively practiced SEO optimization, increasing web traffic by 93%.
- Improved the company's Search Engine Optimization (SEO) to increase leads and generate high traffic and user engagement.
- Analyzed website performance and effectively practiced SEO optimization, increasing web traffic by 93%

## TECHNICAL SKILLS

UX Design (UED)	Google Analytics	Moz
Seomastering	Checkpagerank	ahrefs
Figma	Slack	Zoom
Mobile app design	Visual Design	Google Docs
Google Meet	SimilarWeb	User Research
Content scheduling	Wordpress	HTML & CSS
CorelDraw	Adobe Creative Suite	

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## EDUCATION

(In-View)

### **Nexford University**

MBA, Master of Business Administration

Jan. 2020 - Dec. 2020

### **Diploma, Web Design and Development**

Douglo Computer Institute  
Grade: Distinction

Dec. 2015 - Nov. 2019

### **Bachelor's Degree - BA, English Language**

Mountain Top University  
CGPA – 3.75 (Second Class Upper Division)  
Male Representative (SUG/SRC)

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## ACHIEVEMENTS

Dec. 2019

Director, Orientation Broadcasting Service (NYSC 2020 Set, Kano)

Feb. 2020

Public Relations Officer, Tourism CDS (NYSC 2020 Set, Kano)