

# ALAWODE Olayinka Teslim

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## Objective

Looking for challenging duties in an organization to make use of my communication, analytical approach, research and problem solving abilities, for the mutual development of my career as well as the company's growth.

## Skills & Abilities

Result oriented, Self-motivated, Computing, Team player, Keen & Dynamic, Problem solver and Excellent multi-tasker.

## Experience

Digital Marketer (SEO / PPC Specialist) – UnFixedMedia Ltd.

April 2016 – July 2017

- Managing Google AdWords campaigns, Google Analytics, Google Webmaster tools.
- Perform daily account management of pay per click accounts on Google AdWords, Bing.
- Assist in the maintaining and monitoring of keyword bids, account daily and monthly budget caps, impression share, quality score and other important account metrics.
- Provide creative copy suggestions and graphical ad templates.
- Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other faces of paid search in accordance with client goals.
- Delivering multichannel campaigns across E-mail, Web, Mobile, and Social media. Identifying key areas for improvement.
- Create daily, weekly, and seasonal reports on web, email communications and blog analytics
- Defining campaign goals.
- Monitoring social media channels for trends and opportunities.
- Creating an inbound and outbound digital marketing strategy.
- Conducting keyword research.
- Worked on multiple projects and prioritize projects based on deadlines

## **IT Sales Specialist – PointSource Ltd, Lagos.**

April 2015 – March  
2016

- Provides administrative and information management support. Attend sales meetings, conferences and events.
- Handle clients in a professional manner, deal with customer issues, process customer orders.
- Manage website, upload products to the website, keep up-to-date with product developments, and maintain updated database in sales database including all activities, partners, and opportunities with their current status.
- Build market position by locating, developing, defining, negotiating, and closing business relationships.
- Keep in touch with current technology trends. Write and submit accurate order.
- Manage a territory using technology, prioritization and time management skills. Submit pricing and pre-qualification requests reflecting the client's requirements.
- Maintain open and effective lines of communication throughout the organization to maintain a sense of teamwork, enthusiasm, pride, and quality workmanship.
- Participate with weekly sales meeting for sales review with team manager.

## **Education**

**Achievers University, Owo – B.Sc. Accounting**

2009 – 2013

**High Class Comprehensive High School, Ikotun - WASSCE**

2002 – 2008

## **Certifications**

**Bing Ads Accredited Professional**

2016

**Google Analytics Certification**

2017

**Google AdWords Certification**

2017