

Atolani Akinyemi

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PROFESSIONAL SUMMARY

A results-driven Content Strategist, Publicity Manager, and Social Media Manager with a strong background in driving brand awareness, engagement, and growth across various industries. Skilled in developing and executing effective content and social media strategies, content creation, and community management. Experienced in managing publicity initiatives and collaborating with diverse stakeholders to achieve organizational objectives.

SKILLS

Core Skills

- Social Media Strategy Development
- Content Strategy, Creation, and Curation
- Publicity and Brand Communications Management
- Community Management and Engagement
- Social Media Advertising and Campaign Management
- Influencer Outreach and Collaboration
- Brand Messaging and Brand Management
- Data Analysis, Reporting, and Performance Optimization
- Content Calendar Planning and Execution
- Excellent Written and Verbal Communication

PROFESSIONAL EXPERIENCE

Virtual Assistant
Joel Aleburu Organization | March 2025 – July 2026

- Managed daily email correspondence and responded to messages promptly and professionally.
- Organized calendars, scheduled meetings, and coordinated reminders to ensure efficient time management.
- Prepared documents, handled data entry tasks, and maintained accurate file organization systems.
- Conducted online research and compiled relevant information to support ongoing projects and decision-making.
- Tracked tasks, followed up with stakeholders, and ensured deadlines were consistently met.
- Provided general administrative and operational support to ensure smooth day-to-day business activities.

Publicity & Communications Lead
Lady-with-Balls Community 7th Anniversary Organizing Committee | Sept 2025 – Dec 2025

- Led the planning and execution of the publicity and communications strategy for the community's 7th anniversary campaign.
- Developed and managed content across public communication channels, ensuring consistent brand messaging and audience engagement.

- Increased social media engagement by 70% through strategic content planning, campaign execution, and audience-focused communications.
- Coordinated publicity campaigns that reached over 5,000 people outside the community.
- Contributed to the successful promotion of the anniversary event, helping drive 120+ attendee registrations.
- Created campaign mood boards to establish the creative direction and ensure visual consistency across communication materials.

Social Media Manager & Video Editor (Programme Coordination from August 2026)
SyncedCancer | December 2024 – Date

- Led the development and execution of digital content strategies to advance cancer awareness, education, and advocacy initiatives.
- Produced and edited 100+ short- and long-form videos across multiple digital platforms, ensuring high-quality, engaging, and accessible content.
- Generated over 2 million cumulative video views through compelling storytelling, platform-optimized editing, and audience-focused content.
- Increased content accessibility by incorporating subtitles, motion graphics, transitions, and audio enhancements while maintaining brand consistency.
- Collaborated with cross-functional teams to conceptualize, produce, and deliver educational and campaign-driven multimedia content.
- Managed multiple video production projects simultaneously, consistently delivering high-quality content within deadlines.
- Led and moderated SyncedCancer's first secondary school outreach program, delivering cancer awareness sessions to 600+ students and facilitating meaningful discussions on cancer prevention and early detection.
- From August 2026, coordinate programmes, including partner schools, school health clubs, and outreach.

Social Media Manager
The Roaring Lion, Newcastle, UK | June 2024 – August 2025

- Managed the social media accounts across all platforms.
- Handled all communication and marketing materials, including video editing.
- Managed the brand's online community.

Social Media Manager
ApplyandStudy | September 2023 – February 2025

- Developed and executed social media strategies to strengthen brand awareness, audience engagement, and online visibility.
- Managed community engagement by responding promptly and professionally to direct messages, comments, and customer inquiries, fostering positive audience relationships.
- Grew the company's social media following by 2,500+ across platforms.
- Executed campaigns that reached 100,000+ users and generated 500+ qualified leads.
- Identified social media trends and audience preferences to inform content creation and improve campaign performance.
- Managed multiple content workflows simultaneously while ensuring deadlines and publishing schedules were consistently met.

Social Media Intern
Obsidian Advisory Africa | April – June 2023

- Grew user engagement by 70% through the creation and curation of compelling, audience-focused content across social media platforms.
- Implemented data-driven social media strategies that resulted in a 90% increase in followers and an 80% growth in content reach.
- Created, scheduled, and published content aligned with the organization's brand voice, marketing goals, and campaign objectives.
- Monitored platform analytics and audience insights to evaluate campaign performance and optimize content strategies.
- Engaged with influencers, brand advocates, and online communities to expand audience reach and strengthen brand credibility.
- Managed community interactions by responding to comments, messages, and audience inquiries.

Communication Associate (Contract)
Shanyi Organics | January 2024

- Developed and executed content and social media strategies for multiple clients, aligning deliverables with brand objectives and marketing goals.
- Planned, created, and curated engaging, high-quality content across various digital platforms to increase brand visibility and audience engagement.
- Managed end-to-end content calendars, ensuring consistent messaging, timely publication, and alignment with campaign priorities.
- Oversaw paid social media campaigns, including audience targeting, budget optimization, and creative coordination, contributing to a 50% increase in conversion rates and a 70% reduction in cost per acquisition (CPA).
- Monitored content and campaign performance using analytics tools, providing actionable insights to optimize future content strategies.
- Ensured all content maintained a consistent brand voice, editorial quality, and platform-specific best practices across client accounts.

EDUCATION

- *Bachelor of Science in Biochemistry*
  Adekunle Ajasin University, Akungba-Akoko

CERTIFICATIONS

- *Social Media Marketing* - HubSpot (2022)
- *Basic & Advanced Spreadsheet* - Valueville Consultancy (2021)
- *Canva Growth Program* - Orifunke Lawal Academy (2020)

TOOLS

- Meta Business Suite (Facebook & Instagram Management)
- Canva (Graphic Design and Content Creation)
- CapCut / Adobe Premiere Pro (Video Editing)
- Google Analytics (Performance Tracking and Insights)
- Hootsuite / Buffer (Social Media Scheduling and Management)
- TikTok Analytics / Instagram Insights (Platform Analytics)
- Google Workspace (Docs, Sheets, Drive for Collaboration and Reporting)