

Nafisat Oyedele

Assistant Brand marketing manager

📍 Manchester, UK

[View profile on Dweet](#)

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.

