



Mirabel Oki

Digital Marketing and Communications Strategist

Lagos, Nigeria

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Links

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Languages

French (Basic)

English (Native)

About

Hi there, I'm Mirabel. I am a data driven social media strategist with 3 years of experience. In the course of my career, I have worked with local and international brands. This has widened my horizon and given me adequate exposure in my field. I'm a positivist and this glares in my work outcome as I always deliver excellent services.

I honed my skills in copywriting, project management, design, marketing, communications and whatnot.

I'm a firm believer who believes that whatever you do, do your best. This belief has guided and enabled me to always deliver an excellent result.

In my spare time, I play Lawn tennis, scrabble, listen to good music, etc. I'm an adventure lover and I love to smile a lot.

BRANDS WORKED WITH

Nineteenthshoes

Sota Logistics

Uk (Bright Networks)

Experience

Digital Media Analyst

Sota Logistics | Dec 2021 - Now

Collect and analyse client, market and web behavioural data.

- Collaborating with marketing team members and designers to curate a compelling brand and content strategy.
- Testing Campaigns, analysing key metrics and identifying opportunities to improve campaign performance.
- Developing social media strategy for LinkedIn, Twitter, Instagram, etc that resonates with the brand objectives
- Tracking performance of all social media initiatives, developing changes to improve results.
- Conducting quantitative and qualitative research on industry trends.
- Team spirit; strong communication skills while collaborating with various stakeholders, operation manager, designers, and customer support.

Social Media Strategist / Content Creator

Nineteenthshoes | Jun 2020 - Dec 2021

Participating in research to keep abreast industry trends.

- Creation of original content for various social media platforms that resonates with our target audience.
- Collaborating with Designer around creative ideas on content map
- Implementing, approved social media marketing campaigns, communicating with team members on creative requirements and timelines.
- Maintaining consistent voice and tone across social channels. Key Achievements
- Sales increase by 60% surpassing the expected monthly revenue generated
- Highest recorded customer referrals and content engagement

Marketing and Communications(Internship)

Uk (Bright Networks) | Nov 2020 - Dec 2021

Led the overall strategy and efficient day to day management of assigned clients accounts.

- Optimised paid social media campaigns on platforms like Facebook, Instagram, LinkedIn, Twitter ads, etc
- Report key performance indicators and report effectively to senior management and clients.
- Identified key targets, influencers and other audience segments to expand social presence and results.
- Contributing to team members' growth through report review, and support. Key Achievements
- Promoted from intern to full time staff within 6months of internship.
- Excellent management of client portfolio with a proven record of sales increase, brand visibility. Internship Experience UK (Bright Networks) — Business, Operations and Marketing (Virtual Internship)

