ADEPEJU ALIMI ZAINAB

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PROFESSIONAL SUMMARY

Versatile Mass Communication graduate with practical experience spanning digital content creation, social media management, broadcast and public communication, customer-facing sales, administrative support, and HR/procurement operations. Skilled at turning ideas into clear, engaging content; coordinating people and logistics; supporting audience engagement; and keeping day-to-day work organized. Brings a blend of creativity, professional communication, customer awareness, attention to detail, and adaptability. Comfortable working with teams, handling competing priorities, and learning new systems quickly.

EDUCATION

B.Sc. Mass Communication | Caleb University, Imota
2020–2024

Senior Secondary School Certificate (SSCE) | Queens College, Yaba
2014–2020

Primary Certificate | Abbey Junior Mixed & Infant School
2004–2014

CORE COMPETENCIES

• Social Media Management & Content Planning	• Content Creation, Storytelling & Copywriting
• Community Engagement & Audience Communication	• Broadcast Presentation, Scriptwriting & Livestream Support
• Customer Service, Sales Support & Lead Follow-Up	• Administrative Coordination & Document Management
• HR Documentation, Onboarding Support & Internal Communication	• Procurement Support, Vendor Sourcing & Price Comparison
• Event Planning, Logistics & On-Site Coordination	• Public Speaking, Hosting & Stakeholder Relations
• Research, Problem-Solving & Attention to Detail	• Team Collaboration, Adaptability & Working Under Pressure

PROFESSIONAL EXPERIENCE

Sales Representative | Tinafax Entrepreneurship
2014–2016

- Supported customer service and sales activities, followed up with leads, and helped maintain positive customer relationships.
- Communicated product or service information clearly and responded professionally to customer needs.
- Built an early foundation in client relations, persuasion, follow-through, and understanding customer expectations.

Personal Assistant | WABP, Lagos
2016–2017

- Coordinated calendars, travel schedules, meetings, and day-to-day administrative priorities.
- Prepared and organized letters, reports, official documents, and confidential office records.
- Provided coordination support for meetings and events while managing details and changing priorities.

Media & Communication Intern | Ministry of Information & Strategy, Alausa
July–October 2021 | July–October 2022 | July–October 2023

- Supported the preparation of press releases, speeches, policy updates, and public-facing communication materials.
- Assisted with media coverage for official events, briefings, public announcements, and community outreach.
- Conducted research for policy presentations, newsroom updates, and administrative documentation.

- Supported journalist coordination, accreditation, field communication logistics, and social media updates.
- Developed familiarity with newsroom workflows, public-sector media protocols, and communication ethics.

Social Media Manager & Content Creator | RCCG Resurrection Parish, Lagos

January 2024–August 2026

- Planned and delivered digital communication across Instagram, Facebook, YouTube, and WhatsApp to strengthen visibility and community engagement.
- Created, edited, and published multimedia content, including reels, interviews, sermon clips, event highlights, announcements, and promotional artwork.
- Developed scripts and story-led content for programmes, recorded videos, weekly updates, and digital campaigns.
- Coordinated livestream operations for services and major events, supporting camera direction, scene flow, presentation materials, and post-production.
- Reviewed audience insights and engagement patterns to inform content decisions and improve relevance.
- Worked with church leadership, youth teams, and technical volunteers to maintain a consistent and audience-focused digital voice.

HR Assistant & Procurement Intern | Bayshore Technology, Lagos

July 2025–May 2026

- Supported employee onboarding, orientation, HR documentation, internal communication, and maintenance of employee records.
- Organized personnel files, memos, policy documents, and confidential records with care and attention to detail.
- Assisted with professional correspondence, meeting summaries, and HR announcements.
- Supported procurement through vendor sourcing, price comparisons, negotiation preparation, purchase documentation, and delivery coordination.
- Helped track inventory and coordinate office-supplies distribution and related logistics.

WHY YOU SHOULD HIRE ME

I offer a useful combination of communication, creativity, organization, and people skills. My experience across media, social platforms, customer service, administration, and HR/procurement means I can understand both how a message should reach people and the practical work required to deliver it. I bring initiative, a willingness to learn, and the discipline to follow tasks through—not just generate ideas.

- I can communicate with different audiences: customers, online communities, colleagues, leaders, guests, and external stakeholders.
- I understand content from planning to publishing, including writing, creative execution, coordination, and reviewing audience response.
- I am comfortable supporting operations behind the scenes, handling documents carefully, organizing logistics, and following up on details.
- I work collaboratively, adapt when plans change, and stay focused on delivering a professional experience.
- I am honest about being early in some areas of my career, but I bring relevant hands-on experience, transferable skills, and the coachability to grow quickly.

WHAT I BRING TO THE TABLE

- A cross-functional perspective: media and communication skills alongside sales, administrative, HR, and procurement exposure.
- Audience-first thinking: the ability to make communication clearer, more relatable, and more engaging.
- Reliable execution: organization, follow-through, time awareness, and attention to detail.
- Creative problem-solving: ideas for content and engagement, paired with practical coordination to help make them happen.
- A growth mindset: openness to feedback, learning new tools, and improving the quality of my work.

CERTIFICATIONS & RECOGNITION

- Security Awareness Course
- Integrated Management System — ISO 27001 & ISO 9001 Training/Course
- Risk Management Culture Course
- Know Your Customer (KYC) & Know Your Business (KYB) Staff Training/Course

- CX & RM Client Onboarding Training/Course
- AML/CFT/CPF Compliance Course — BlueBulb Financials (June 2026)
- UI/UX Design Certification (2025)
- Social Media Career Pathway (2024)
- Project Management (2024)
- Assistant Welfare Director Award (2024)
- Entrepreneurship Award (2023)
- Microsoft PowerPoint Specialist (2022)
- Microsoft Office Specialist (2021)

MEDIA PORTFOLIO

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PROFILE SUMMARY

Purpose-driven media and communications professional with experience in digital storytelling, social media content, scriptwriting, livestream support, event communication, and youth engagement. Combines clear diction and a warm presentation style with practical content planning and coordination skills. Able to shape messages for a specific audience, support production from preparation through delivery, and collaborate with creative and technical teams to produce organized, relevant communication.

MEDIA SKILLS & COMPETENCIES

- Social Media Storytelling & Content Planning
- Scriptwriting, Copywriting & Show Structuring
- On-Air Presentation, Hosting & Public Speaking
- Youth-Focused Communication & Community Engagement
- Interview Preparation & Conversation Flow
- Creative Direction & Content Ideation
- Livestream and Event Media Coordination
- Basic Mobile Video Editing & Audio Editing
- Audience Connection & Clear Vocal Delivery

YOUTH MEDIA & COMMUNICATION

Youth Media & Communication | RCCG Resurrection Parish

January 2024–August 2026

- Supported youth-focused communication through content development, event storytelling, media coordination, and social media support.
- Created and refined announcements, appreciation messages, closing remarks, reflective devotionals, and other audience-facing content.
- Contributed ideas for event highlights, behind-the-scenes documentation, short-form videos, and youth engagement.
- Helped communicate topics related to faith, relationships, purpose, emotional balance, and everyday life in an accessible, audience-aware way.
- Collaborated with youth leaders, volunteers, presenters, and technical teams to support consistent messaging and smooth programme delivery.

CONTENT DEVELOPMENT & SCRIPTWRITING

- Developed thoughtful written content for youth communications, leadership messages, devotional reflections, and event updates.
- Prepared scripts and programme notes for youth meetings, closing sessions, announcements, and short inspirational videos.
- Contributed youth-centered discussion topics and content ideas designed to encourage reflection and participation.
- Supported planning and narration of media content for youth-focused programmes and events.

TECHNICAL & CREATIVE SKILLS

- Voice Work & Vocal Clarity
- Basic Video Editing (Mobile Editing)
- Basic Audio Editing
- Scriptwriting for Digital, TV/Radio and Gospel Content
- Social Media Management
- Storytelling & Creative Writing
- Presentation Rehearsals & Camera Confidence

- Livestream and Event Media Support

PERSONAL STRENGTHS

- Emotionally intelligent and audience-aware communicator
- Warm, relatable presentation style
- Collaborative and receptive to feedback
- Adaptable and calm under pressure
- Organized, detail-conscious, and dependable
- Creative, coachable, and committed to continuous improvement