OGUNLANA OYENIYI OLAMISEHINDE (ADUTECH)

09133259643
ogunlanaoyeniyiolamisehinde@gmail.com

Dear Hiring Manager,

RE: APPLICATION FOR SOCIAL MEDIA MANAGER / STRATEGIST POSITION

I am writing to apply for the position of Social Media Manager / Strategist. With a strong passion for digital storytelling, content creation, and community growth, I am confident in my ability to help your brand build a powerful online presence, engage your audience, and turn followers into loyal customers.

As a Social Media Strategist based in Port Harcourt, I specialize in helping small and growing businesses grow on platforms like Instagram, Facebook, and TikTok. My approach is not just about posting beautiful graphics - it is about strategy, consistency, and results.

What I Bring To The Table:

1. Strategic Content Planning: I don't post randomly. I research your brand, your audience, and your competitors to create a tailored content calendar and strategy that aligns with your business goals - whether it is brand awareness, engagement, or sales.

2. Creative Content Creation: From eye-catching graphics and short-form videos to compelling captions and storytelling, I create scroll-stopping content that connects with your audience and reflects your brand voice.

3. Community Management & Growth: I understand how to grow a page organically, increase engagement, respond to comments and DMs professionally, and build a community that trusts your brand.

4. Performance Tracking & Optimization: I track analytics, understand what is working, and optimize the strategy to ensure continuous growth and better ROI.

My Creative Process:

DISCOVER - I learn about your brand, values, and target audience.

STRATEGIZE - I build a clear, goal-driven content strategy.

CREATE - I produce high-quality, engaging content.

OPTIMIZE - I analyze results and improve for better performance.

Why Brands Love Working With Me:

I am reliable, creative, affordable, and results-driven. I communicate fast, deliver on time, and I am truly invested in my clients' growth. I also understand the local market in Port Harcourt and how to position brands to stand out in a competitive digital space.

I would love to bring my skills, creativity, and dedication to your company. I am available for a full-time, part-time, or freelance engagement and I am ready to start immediately.

Thank you for considering my application. I have attached my portfolio for your review. I look forward to the opportunity to discuss how I can contribute to your team's success.

Yours sincerely,

Oyeniyi Ogunlana

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CONTACT

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PERSONAL DETAILS

Nationality : Nigerian
Gender : Male

OBJECTIVE

To enhance my professional skills, capabilities and knowledge in an organization which recognizes the value of hard work and trusts me with responsibilities and challenges.

EXPERIENCE

ADUTECH
2/8/2023 - Till date
Graphic designer
Highly skilled at using
CANVA, PIXELLAB AND DESIGNING UI/UX USING FIGMA

Adutech
2022 - Till date
Social media manager

EDUCATION

National open university of Nigeria
2026
B.sc criminology and security study
100level