CALEB ADEMOLA AKINPELU

Ibadan, Nigeria | +234 802 680 3094 | akinpelucaleb@gmail.com | Open to Remote / Global Opportunities

PROFESSIONAL PROFILE

Digital marketing and social media professional with 5+ years of experience supporting content creation, campaign execution, graphic design, lead generation, and e-commerce sales. Experienced in developing social media content calendars, creating promotional materials, researching target audiences and scholarship opportunities, and supporting customer engagement. Familiar with remote collaboration using Slack, Google Workspace, Trello, and Zoom. Focused on clear communication, consistent brand presentation, and practical marketing execution.

CORE SKILLS

Marketing & Content: Social Media Management, Content Strategy & Creation, Digital Campaign Execution, Market & Audience Research, Email Marketing, Content Calendars & Promotional Materials

Design & Sales: Graphic Design (Canva / Adobe tools), Lead Generation Support, E-commerce Operations & Digital Sales, Customer Engagement & Support

Tools & Collaboration: Slack, Google Workspace, Trello, Zoom, Remote Collaboration

PROFESSIONAL EXPERIENCE

Digital Marketing & Scholarship Research Associate | *Careerwyse Education* 2025 – 2026

- Managed social media content calendars and designed promotional graphics to support digital campaigns.
- Researched scholarship opportunities across Europe, the United States, Canada, and Asia to inform targeted content and outreach.
- Prepared guidance resources and tracked campaign deadlines to support timely delivery and consistent brand messaging.

Graphic Designer / **Marketing & Customer Care** | *ZoeTech (Nig.) Limited* 2021 – 2024

- Created marketing and promotional materials for digital and print channels to support brand visibility.
- Responded to customer inquiries and provided technical support, helping customers resolve product and service issues.
- Supported marketing communication through clear, consistent visual materials and customer-facing assistance.

E-Commerce & Digital Sales Specialist | *Cadem Business Ventures* 2017 – 2021

- Managed online store activities and maintained product listings to support product visibility and online sales.

- Coordinated digital sales strategies and promotions to support customer experience and purchasing activity.
- Supported day-to-day e-commerce operations and customer-facing sales processes.

Operations Manager | *AceeMart Mall, Ibadan* 2014 – 2017

- Supervised daily business operations and coordinated staff and facilities.
- Supported operational organisation and the smooth running of day-to-day activities.

Class Teacher / **Sports Master** | *Wisdom Realm Schools, Ibadan* 2010 – 2012

- Delivered classroom instruction and organised sports activities.
- Supported school administration through classroom and extracurricular responsibilities.

EDUCATION

National Diploma (ND), Shipping Management
The Certified Institute of Shipping of Nigeria 2012 – 2014

- **CGPA:** 3.9 (Second Class Upper)

LANGUAGES

English (Fluent), Yoruba (Native)