Victoria Akanbi

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CAREER SUMMARY

Seasoned Marketer with a robust background in digital marketing, media strategy, and audience engagement. Committed to delivering innovative campaigns and measurable growth in dynamic markets.

SKILLS

- **Digital Marketing Strategy:** Devises online campaigns to increase brand presence.
- **Data Analytics and Reporting:** Interprets data for informed marketing decision-making.
- **SEO and Content Marketing:** Optimizes web content for search engine ranking.
- **Brand Development and Storytelling:** Crafts narratives that enhance brand identity.
- **Social Media Management and Growth:** Manages and expands online community engagement.
- **Relationship and Community Management:** Builds and maintains strong stakeholder relationships.

PROFESSIONAL EXPERIENCE

Community Manager & Content Strategist

Leo Burnett, Lagos, Nigeria January 2023 – October 2023

- Executed multi-platform social media campaigns, increasing engagement by 50% within first quarter.
- Led content creation resulting in a 30% increase in campaign conversion rates.
- Forged successful partnerships with Apperito and Lord's Gin, boosting their brand visibility significantly.
- Crafted social engagement strategies that grew brand followership by 40%.
- Designed digital strategies that heightened brand awareness and led to a 25% rise in web traffic.
- Analyzed KPIs to optimize campaigns, enhancing lead generation by 35%.

Marketing Coordinator

Radio Lagos, Nigeria August 2021 – October 2021

- Produced and integrated impactful social issue segments, raising listener participation by 20%.

- Enhanced live news delivery, earning a reputation for reliability under fast-paced conditions.
- Pioneered interview techniques that improved content quality and audience reach.
- Executed research for news stories, achieving a 15% higher audience rating for relevance.
- Delivered engaging news content, managing seamless production under strict deadlines.
- Developed live broadcast skills, recognized for clear, professional presentation in high-stress situations.

EDUCATION

Bachelor of Science in Mass Communication

Joseph Ayo Babalola University, Nigeria October 2018 – August 2022

- GPA: 4.15/5.0
- Capstone Project on media influence on youth behavior garnering academic commendation.

VOLUNTEER EXPERIENCE

Assistant Prayer Team Lead

Church on the Street, Nigeria October 2022- Present

- Coordinated prayer events, enhancing community engagement and support mechanisms.

LANGUAGES

- English (Fluent)
- French (Intermediate)
- Yoruba (Native)

CERTIFICATIONS

- Digital Marketing - April 2023
- Content, Advertising, and Social IMC - Mar 2023
- The Business of Social - Mar 2023
- Financial Planning Fundamentals - Sep 2021
- Digital Marketing Fundamentals - Sep 2020