

# AGBOOLA SODIQ

EXPERT SOCIAL MEDIA STRATEGIST



[UPWORK PROFILE](#)

## WORK EXPERIENCE



### **SOCIAL MEDIA MANAGER • CONTENT & SEO**

**Independent Contractor (Top 2% talent on Upwork)**

April 2018 - till date

- Privilege of partnering with various clients across numerous industries – from startups to Fortune 500 companies – to help them achieve and exceed their social media goals.
- Crafted and executed campaigns that drive engagement, increase brand awareness, and generate leads in diverse sectors such as technology, fashion, healthcare, and finance.
- Achieved an 100% project success scored and was awarded the Top rated plus badge (top 2% on the platform)



### **PR/Social Media Manager**

**Jumia Travel - Online Travel Agency (OTA)**

April 2016 - March 2018 (2 years)

- Learned about the operations of the company's sales and marketing department
- Managed cross-platform campaign to drive traffic and generate leads, increasing engagement by 35% across various channels.
- Conduct online advocacy and open-streams for cross-promotions.
- Compile report for management showing results (ROI)



### **Software Developer (Intern)**

**Evince Nigeria Limited**

Apr 2013 - Sep 2013

- Contribute to building a productive and pleasant working environment using senior team members as role models.
- Work with fellow interns in development of new software as required by the company.
- Assist in estimation of tasks, identify possible obstacles and propose appropriate solution.



[linkedin.com/in/agsod](https://www.linkedin.com/in/agsod)



[hello@agboolasodiq.me](mailto:hello@agboolasodiq.me)



+234-7081-330414

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## RELEVANT SKILLS

- Social Media Marketing.
- Influencer Marketing.
- Bloggers Outreach.
- Email and Content Marketing
- Search Engine Optimization.
- Web Technologies (HTML, CSS, Python, WordPress).
- E-commerce and Web Management

## EDUCATION HISTORY



### **Masters of Information Technology (MIT)**

**University of Lagos (UNILAG)**

Class of 2020

The Master of Information Technology degree is designed for IT professionals to update, gain a high level of expertise and extend their technical knowledge of advanced computing subjects.



### **Bachelor of Science (BSc), Computer Science.**

**abcock University, Ilishan – Remo Ogun State.**

Class of 2014

The Bachelor of Science in Computer Science focuses on the concepts and techniques used in designing and developing advanced software systems.

## VOLUNTEER WORK, AWARDS, AFFILIATIONS, AND INTERESTS

- Diploma in Digital Marketing (Shaw Academy) - 2018.
- The Online Marketing Fundamentals - Digital Garage (2018)
- Hubspot Inbound Certification (2018)
- Hubspot Content Marketing Certification (2017)
- Hubspot Email Marketing Certification (2017)

### **Founder Digital Planet HQ**

2020 - present

A tribe of young intellectuals who live and breathe everything digital. We envision a digital future with no limitations!

**Project:** #7DODM - 7 Days of Digital Marketing: an highly discounted seven-days online course of the latest digital marketing skills, taught to help improve digital skills in Africa during the corona-virus lock-down.

**Achievement:** Trained 100 students on digital skills for 7 days online.

### **Manager/Chief-Editor SmartGeek NG**

August 2016 - present

A web platform that seeks to connect the African/Nigerian audience in home and in diaspora with contents across various niches

### **Creator- The BCG (Instagram) - @blackcocoagirls**

July 2016 - present

A social media community with over 300,000 followers, with 90% audience from United States of America. The page is focused on black women's beauty.

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