

Deborah Oseni

Expert Social Media Manager

SUMMARY

Successfully managed projects, social media campaigns, SEO strategies, business development initiatives, and business intelligence reporting to drive measurable business growth. Increased brand visibility through data-driven marketing, improved search rankings with effective SEO, generated qualified leads through strategic outreach, and delivered projects on time and within scope. Built interactive dashboards and performance reports that supported smarter business decisions, improved operational efficiency, strengthened client relationships, and consistently delivered high-quality results while meeting business goals and exceeding expectations.

TECHNICAL SKILLS

Main Technical Skills	Social Media Marketing, Content Creation, Content strategy
Other Technical Skills	Brand management, Social Marketing

Work Experience

Social Media Manager

Company: Bright Digital Solutions

I currently work here: Yes

Start Date: January 2024

Description:

- Managed social media accounts across Facebook, Instagram, LinkedIn, TikTok, and X.
- Planned and executed monthly content calendars.
- Increased engagement through content strategy and audience interaction.
- Monitored analytics and prepared performance reports.
- Collaborated with designers and marketers on campaigns.

Project Manager

Company: Nexa Creative Agency

I currently work here: No

Start Date: February 2023

End Date: December 2023

Description:

- Planned and managed multiple client projects from start to finish.
- Coordinated teams and assigned tasks using Trello, Asana, and ClickUp.
- Managed project timelines, budgets, and deliverables.



- Communicated with clients and stakeholders.
- Improved project completion rates through workflow optimization.

Business Development Specialist

Company: GrowthLink Consulting

I currently work here: No

Start Date: June 2022

End Date: January 2023

Description:

- Identified new business opportunities and qualified leads.
- Built relationships with clients and strategic partners.
- Conducted market research and competitor analysis.
- Created business proposals and sales presentations.
- Helped increase client acquisition through outreach campaigns.

SEO Specialist

Company: Elevate Marketing Agency

I currently work here: No

Start Date: January 2022

End Date: May 2022

Description:

- Performed keyword research and SEO audits.
- Optimized website content for search engines.
- Improved on-page SEO and technical SEO.
- Built backlinks and monitored rankings.
- Used Google Search Console, Google Analytics, and SEMrush to track performance.

Business Intelligence Analyst

Company: Insight Analytics Ltd

I currently work here: No

Start Date: August 2021

End Date: December 2021

Description:

- Built dashboards and business reports.
- Analyzed business data to identify trends.
- Created KPI reports for management.
- Improved decision-making through data insights.
- Used Excel, Power BI, SQL, and Google Looker Studio.

PROJECTS

Social Media Growth Strategy for an E-commerce Brand



Role: Social Media Manager

- Developed a 6-month content strategy.
- Increased engagement and follower growth.
- Created performance reports and campaign analysis.

Company Website SEO Optimization

Role: SEO Specialist

- Conducted complete SEO audit.
- Optimized website structure and content.
- Improved keyword rankings and organic traffic.

CRM Sales Pipeline Improvement

Role: Business Development Specialist

- Organized lead management process.
- Improved follow-up workflow.
- Increased qualified sales opportunities.

Business Performance Dashboard

Role: Business Intelligence Analyst

- Built interactive Power BI dashboards.
- Automated KPI reporting.
- Presented insights to management.

Marketing Campaign Project Management

Role: Project Manager

- Coordinated marketing campaigns across multiple teams.
- Managed deadlines and project resources.
- Delivered projects on schedule.

EDUCATION

Bachelor of Business Administration (BBA)

Country: Nigeria

School: National Open University of Nigeria (NOUN)

Field of Study: Business Administration

Diploma

Country: Nigeria

School: Alison Learning

Field of Study: Project Management

Professional Certificate

Country: Nigeria

School: Alison Learning



Field of Study: Digital Marketing

CERTIFICATES

- Google Project Management Professional Certificate
- Google Digital Marketing & E-commerce Certificate
- Google Analytics Certification (GA4)
- HubSpot Social Media Marketing Certification
- HubSpot SEO Certification
- HubSpot Inbound Marketing Certification
- Semrush SEO Toolkit Certification
- Microsoft Power BI Data Analyst
- IBM Business Intelligence Analyst Professional Certificate
- Meta Social Media Marketing Professional Certificate
- LinkedIn Learning Project Management Foundations
- Google Business Intelligence Professional Certificate

