

Yinka Michael O

Social Media Manager | FMVA™

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Hey there! I'm a Social Media strategist, dedicated to creating visually compelling content! I have got exceptional skills in graphics design, Video editing and storytelling, and I am on the lookout for an exciting opportunity where I can leverage my creative expertise to enhance the aesthetics and vibe of a super cool brand. Let's make social media awesome together!

Work Experience

Social Media Manager (Remote)

H-Focus Medical Laboratory - Sango, Ogun State.

August 2024 to Present

Responsibilities

- Design engaging graphics and promotional materials while ensuring brand consistency across all platforms.
- Create and curate visually compelling content for social media, the company website, and other digital communication channels.
- Develop and execute strategic branding initiatives to strengthen the laboratory's market presence and professional image.
- Monitor social media trends, engage with the audience, and optimize content strategies for increased visibility and customer engagement.

Social Media Manager

Nelberk Language School - Wuse II FCT, Abuja.

August 2023 - February 2024

Responsibilities

- Crafted captivating graphics for promotional materials, maintaining brand consistency.
- Generated visually appealing content for social media, website, and other communication channels.
- Developed and implemented effective branding strategies that enhanced the school's image.

State Media and Publicity Secretary | Social Media Manager

Nigeria Christian Corpers' Fellowship - FCT Abuja Chapter.

August 2023 - February 2024

Responsibilities

- Designed graphics and Managed Social Media presence for various events and initiatives of the Fellowship throughout the National Youth Service Corps (NYSC).
- Collaborated with teams to create compelling visuals aligned with the Fellowship objectives.

Social Media Manager

TFG Interior and Construction Ltd - FCT, Abuja.

August 2023 - January 2024

Responsibilities

- Developed and executed targeted social media strategies to showcase the company's interior and exterior design projects, enhancing brand visibility.
- Curated and managed engaging content across digital platforms, including social media and the company website, to highlight design expertise and attract potential clients.
- Designed and implemented branding initiatives that strengthened the company's market presence and positioned it as a leader in the decoration industry.
- Worked closely with design, sales, and project teams to ensure brand messaging aligned with the company's creative vision and business objectives.

Media Clothing Illustrator Designer (Remote Contract)

Pride and Proud Garment - United Kingdom

October 2023 - December 2023

Responsibilities

- Designed unique and market-ready creative concepts for shoes, clothing, cardigans, and other garments, ensuring high-quality print production.
- Developed visually appealing designs that aligned with the brand's identity and enhanced product appeal in the market.
- Collaborated with the production team to ensure seamless execution of design concepts for sales and stock distribution.

Social Media Manager

Slabfreight Nigeria Limited - Ikeja, Lagos.

April 2021 - July 2023

Responsibilities:

- Developed and executed strategic branding initiatives to enhance the company's visibility across various media platforms.
- Designed marketing materials, including advertisements, brochures, flyers, posters, and digital assets, to support product promotion and corporate communications.
- Created compelling visual content that effectively translated key messaging and brand identity into engaging graphics for marketing and sales campaigns.

Social Media Manager/Video Editor

Greenland Medical Diagnostic Laboratory - Sango, Ogun State

February 2021 - February 2023

Responsibilities:

- Develop and design marketing materials to enhance the company's brand presence across all social media platforms.
- Create and edit video content for promotional campaigns, ensuring engaging and informative brand messaging.
- Manage social media engagement by curating relevant content that highlights the company's medical testing and diagnostic services.
- Collaborate with the marketing team to implement advertising strategies that drive awareness and patient outreach.

Social Media Manager (Online Consultant)

Renee Golden Multiventures Ltd - Ojota, Lagos State

February 2021 - Present

Responsibilities

- Develop engaging visual content for blog posts and resource pages related to food production and supply chain operations.
- Ensure brand consistency by aligning all images with the company's branding guidelines and industry standards.
- Design compelling infographics to enhance marketing campaigns and communicate product benefits effectively.
- Work closely with marketing and product teams to create visuals that support promotional efforts and sales strategies.
- Liaise with clients and stakeholders to understand brand requirements and translate ideas into high-quality visual content.

Volunteer, Social Media Manager

Pbmultitechs GlobalResources - Ogun State

April 2022 - Present

Responsibilities:

- Create and superimpose templated professional graphic designs for social media use.
- Taking of B-rolls footages and editing them into customers driving contents.
- Develop graphics and visual or audio images for product and service, illustrations, website, and social media channels.

Volunteer, Director of Graphics

Agricincome Hub - Ibadan Oyo

May 2020 - Present

Responsibilities:

- Design and customize professional graphic templates for social media content, ensuring brand consistency and audience engagement.

- Develop visually appealing graphics, illustrations, and multimedia content to effectively promote agricultural products, services, and educational materials across websites and social media platforms.

Education

Bachelor of Science in Microbiology,

Federal University of Agriculture - Abeokuta, Ogun State.
August 2018 - January 2023

Diploma in Financial Modelling and Valuation,

Corporate Finance Institute - Canada,
February 2022 - July 2022

Diploma in Computer Software and Networking,

Orlg, Institute of Technology - Osun State,
January 2018 - August 2018

National Diploma in Science Technology,

Federal Polytechnic - Ede, Osun State,
August 2013 - December 2016

Skills

- Social Media Management (Buffer, Hootsuite, Later)
- Professional Graphics Design (Adobe Photoshop, Adobe Illustrator, CorelDraw, CLO3D, Autodesk Sketchbook, InDesign)
- Web Development/Design
- All Microsoft Office Suites
- Video Editing (Character Animator, Adobe Premiere Pro, After Effect, Capcut)
- Communication skills

Quick Links

My portfolio: [Click here](#)

LinkedIn: <https://www.linkedin.com/in/yinka-michael-167756214>

Facebook: [Click here](#)

Certifications and Licenses

- National Youth Certificate of Service
- Google Digital Marketing Skills and Social Media Management
- Networking and Computer Software
- FMVA™ and Emotional Intelligence/Design thinking.