

# Eniola Grace Olaore

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## INTRODUCTION

Proven ability to develop & execute impactful communication campaigns across sales strategy, public relations, social media, & data analysis. Skilled at building strong relationships with stakeholders & fostering team collaboration. Adaptable & tech-savvy, ensuring efficient work across all aspects.

## KEY ACHIEVEMENTS

**Market Expansion:** Identified an untapped market and significantly contributed to the launch of our interior product line, achieving a 30% conversion rate on Instagram.

**Revenue Growth:** Implemented a client management strategy to retain a high-value client and ensured regular large requests.

**Event Success:** Executed a successful anniversary campaign and ceremonies for BCI. Managed partnerships and media relations for Launching Pad Foundation's successful fundraiser.

## EDUCATION

**Covenant University** **Ota, Ogun State.**  
*B.A. English, Second Class Upper (Honours)* *Graduation Date: Aug 2022*

## WORK EXPERIENCE

**Abi and Ari Interiors** **Houston, Texas.**  
*Social Media Manager* *Dec 2022 - Present*

- **Increased social media following from 50 followers to over 2000 followers in just 1 year** by engaging my copywriting, customer success, and mastery of Meta Business Suite, resulting in a growth rate of over 2300%.
- **Created engaging video content and graphics** that resonated with the target audience using CapCut, Videoleap and other video editing software, leading to a monthly reach of over 15k accounts.
- **Developed and implemented a customer service strategy** that effectively responded to DMs and client needs, resulting in increased client satisfaction by resolving issues promptly.
- **Achieved a 30% increase in organic social media engagement** by implementing UGCs, data-driven content strategies, audience segmentation, and A/B testing, resulting in a more engaged and responsive online community.

**Background Check International (BCI)** **Lagos, Nigeria.**  
*Marketing/Sales Officer* *Jan 2023 - Present*

- **Boosted Client Satisfaction and Revenue:** Streamlining client interaction through effective communication and prompt invoice processing resulted in a 15% increase in Net Promoter Score (NPS) and accelerated revenue collection.
- **Established Industry Leadership:** By spearheading a successful LinkedIn Live and blogging campaign, positioning the company as a thought leader. This resulted in a 30% increase in website traffic and, established us as a forerunner in the industry.
- **Enhanced Brand Awareness for the 20th Anniversary:** By leading the company's 20th-anniversary PR campaign, generating significant media coverage, and contributing to a 40% rise in brand awareness as measured by social media engagement and website visits.
- **Expanded Client Base and Revenue Growth:** By developing targeted email marketing campaigns for client acquisition, leading to a 10% client base expansion and driving measurable business growth.
- **Improved Efficiency and Sales Opportunities:** Implemented a comprehensive CRM system using Bitrix, resulting in a 20% reduction in lead response time and a 35% improvement in data analysis accuracy. This enabled better client targeting and identified new sales opportunities.

**Hebron FM** **Ota, Ogun State.**  
*Radio Presenter (Intern)* *Aug 2020 - Aug 2022*

- **Produced & Hosted Engaging Shows:** Enlightened listeners with informative & entertaining content on the Lunch Time Show and collaborated with interns/OAPs to create the new "Eating Habits" show.
- **Expanded Content & Audience Reach:** Wrote scripts & recorded episodes on diverse topics in "Eating Habits," attracting new listeners.
- **Curated Compelling Playlists:** Ensured audience engagement by selecting music relevant to target demographics for the Lunch Time Show and TGIF.

## PROJECT EXPERIENCE

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### Launchpad Foundation

Lagos, Nigeria.

#### *Project Manager*

Mar 2023 - Present

- **Increased Volunteer Efficiency & Satisfaction:** Organizing & facilitating regular team meetings, managing volunteer assignments based on strengths, and implementing a comprehensive management system (training, evaluations, and recognition). This increased overall productivity and a decrease in task completion time, along with a boost in volunteer satisfaction.
- **Improved Data Organization:** By managing project databases using Notion and enhanced data organization by 60%, streamlining information retrieval and analysis.
- **Supported Community Initiatives:** Assisted in planning and organizing successful fundraisers and community outreach events, fostering positive community engagement.

### College Week, Covenant University

Ota, Ogun State

#### *Chairman, CLDS*

May 2022 - May 2022

- **Spearheaded a team of over 20 students in the planning, and execution of a week-long, lecture-free college week** filled with activities such as forum discussions, symposiums, workshops, inter-college games, and community development services.
- **Successfully ran media campaigns** both online and offline to promote the event.
- **We achieved the highest attendance in 4 years**, with over 400 students from the College of Leadership and Development Studies (CLDS) participating in the events. This secured the participation of both staff and students.
- **Secured vendors and managed Vendors** for refreshments and souvenirs.

## SKILLS AND EXPERTISE

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**DigitalSkills:** Proficient use of Microsoft Office (Excel, Word, PowerPoint), Notion, Graphics Design, Video Editing, Meta Business Suit, Facebook Ads, Power BI.

**SoftSkills:** Good Communication, Adaptability, Creative Thinking, Public Relations, Community Management, Customer Success, Time management, Cold calling, Prospecting.

**Hard Skills:** Persuasive and Copywriting, Report Writing and Editing.

## LANGUAGE

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English, Yoruba and Beginner French

## CERTIFICATIONS

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#### Coursera

Issued on June 2020. No expiration date

Idea to Startup

- Credential ID: [Here](#)

#### Udemy

Issued on Sept, 2023. No expiration date

Copywriting: Persuasive Writing F.t Two Forbes Wri

- Certificate URL - [Here](#)

#### Coursera

Issued on Aug, 2023. No expiration date

Visual Elements of User Interface Design

- Certificate URL - [Here](#)

**RECOMMENDATION**

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To be provided upon request.