

## Lawal Karimah Olaitan

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Road, Kubwa Abuja*

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### PROFILE

An articulate, charismatic individual who is companionate, creative, and talented with consolidated expertise in Sales and Marketing, business development, and digital marketing. Specializes in collaborating with prospective customers to gather requirements, procedure plans along personal skills to help maximize the growth of a company. Competent at functioning independently or as a member of a team and passionate and motivated while learning. Seeking a position with the opportunity for a new challenge and professional development for advancement. Accomplished in cultivating long-term relationships with people and working in a fast environment.

### WORK EXPERIENCE

#### Head of Digital Marketer

Downtown Chicago IL Aug 2023- Ongoing

- Drives growth and development to the website with over 20 leads per day and close mar of 80% per month.
- Creatively craft words to drive traffic to the website through creative writing
- Responsible for the recruitment and training of other sales personnel.
- Manage the website, track responsiveness, and contribute ideas to the overall development of the company.
- Responsible for sales closing calls that boost the operation by 70% better than before.

#### Freelance Digital Marketer

Linkedin <https://www.linkedin.com/in/lawal-karimah>

- Single Headedly Handled my page and generates as many leads as possible per day, 10-20 or more.
- Grow the account from 200-7000+ followers in a space of 6months
- Drives Massive Traffic and Engagement through weaving words.
- Handled 5 Client Personal Page and 1 Business page with an overall 5000+ followership and massive engagement across all page.
- Mentored over 500 people on how to build their personal brands
- Drives High visitor reach for Being Africa a publishing company in London for a period of 1month, through creative writing.

#### Head of Business Operation

Skillsard Ltd ([www.skillsard.com](http://www.skillsard.com)) Oct 2022-Ongoing

- Single headedly drives growth and traffic to the website though creative writing and sales call.
- Worked with a team of 5 to drive traffic and sales to the new development and growth.
- Responsible for growth visibility for the company while generating 10 leads and 80% visitor return per month.

- Trained 50 participants on Sales and Digital Marketing with notable results.

### **Marketing Intern**

Stanbic IBTC Bank Jan 2023- April 2023

- Open 50 Personal Account per month
- Open 10 corporate accounts per month.
- Drives business growth with proven recommendations and suggestions.

### **Head of Digital Marketer**

Entrepreneur Trust Fund Oct 2022- Dec 2022

- Open 10 Gold savings plan Account per week
- 5 Premium savings account per week
- Recruited and trained over 50+ Interns for marketing.

### **SKILLS**

- Creative Writing, Time-management, project management, perfect use of AI tools and other digital tools like Canva, Pixel lab and Excel sheet, Research skills, self-motivated, fast knowledge of Microsoft Word and PowerPoint, interpersonal skills, communication, presentation, social media manager, and sales.

### **EDUCATIONAL QUALIFICATION**

National Youth Service Corps 2022-2023

**Ekiti State University, Ado-Ekiti, Ekiti State** **2017-2021**  
*Bachelor's Degree, Industrial Chemistry*

### **CERTIFICATION**

- Business and Life Skills Training Certificate by ISM Lagos 2023
- Project Management Professionals 2022
- Leading and Supervising People at Work by Dexter and Heros 2022
- Employability and Entrepreneurship Training by White Field Foundation 2022
- Bachelor of Copywriting in Creative and Content Writing 2021
- Limta communication academy on Public speaking and project management 2020
- Internship experience U.K on business, operation, and marketing experience in 2020

### **VOLUNTEERING EXPERIENCE**

- Human resource for Enactus Ekiti State University: Recruited 20+ students into the organization (2019)
- Content creator for Abuja model African Union (2021)

- Serve as an active member at Enactus Ekiti State University(Non-Governmental organization), 2019-2021)

## **ACHIEVEMENTS**

- Recipient of an Outstanding Honour Award from Limta Communication Academy
- Recipient of an Award of Recognition from Enactus Nigeria for the Passion and Dedication in using Entrepreneurial Action for Social Service.
- Medallist for Participation in Girls Robotics Competition, 2016.
- Research project: A key participant submitted a research project on a Rare(Colored) leguminous crop commonly called *OTILI* and popularly known as African Yam Bean, to the Department of Industrial Chemistry Ekiti State University