

JOYCE ADEWOLE

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Professional Summary

Creative and results-driven marketing professional with extensive experience in digital media, content creation, and communication. Skillful at developing and executing impactful marketing campaigns, managing social media platforms, and crafting compelling content to drive engagement. Passionate about strategic storytelling, audience engagement, and data-driven decision-making to enhance brand presence and business growth.

Professional Experience

Content and Platform Integration Coordinator (Project Based)

Liberation Alliance | April 2024 – December 2024

- Designed and implemented a digital learning platform for 1000 individuals, collaborating with social media managers, software engineers, videographers, and a lead manager.
- Increased social media engagement by 40% through targeted content strategies and optimized platform design.
- Led platform integration efforts, reducing implementation time by 25% and improving user experience.
- Managed digital assets and streamlined content deployment, cutting turnaround time by 50%.

Partnership & Resource Mobilisation

The PACT | May 2020 – May 2022

- Planned and coordinated 10+ high-impact events, including trainings, workshops, and networking sessions, attracting 200+ attendees and strengthening stakeholder engagement.
- Developed and executed outreach campaigns, increasing partner engagement by 60% and driving a 35% rise in funding opportunities.
- Created compelling proposals and advocacy materials, contributing to a 50% growth in donor interest and enhancing The PACT's brand visibility.

Digital Media Influencer (Project Based)

Women First Digital | May 2020 – December 2020

- Designed and executed social media campaigns that increased audience reach from 2000 to 7000 impressions.
- Created compelling content that generated a 35% increase in user interactions.
- Provided strategic consultation that improved digital engagement metrics by 25%.
- Assisted in launching influencer partnerships that expanded brand awareness by 50%.

Social Media Advocate

Education As A Vaccine / January 2019 - April 2020

- Managed digital advocacy campaigns for UNFPA, driving a 35% increase in audience engagement across social media platforms through strategic content and outreach.
- Created and curated over 100 social media posts, including graphics and videos, resulting in a 40% boost in shares and interactions within six months.
- Monitored and analyzed performance metrics, optimizing content strategy to achieve a 25% increase in reach and a 20% improvement in follower growth.
- Collaborated with cross-functional teams and partner organizations, contributing to campaigns that reached over 500,000 users and expanded EVA and UNFPA's digital advocacy impact.

Advocacy and Communication Officer

Kids and Teens Resource Centre / January 2017 - December 2018

- Developed campaigns that raised advocacy engagement by 45%.
- Managed community engagement programs, increasing participation by 30%.
- Conducted research and analysis that improved outreach efficiency by 20%.
- Organized events that boosted brand recognition by 35%.

Skills & Competencies

- Social Media Management (Facebook, Instagram, Twitter, LinkedIn, TikTok)
- Content Creation & Copywriting
- Digital Marketing & Brand Strategy
- Canva, and Social Media Scheduling Tools
- Website Content Management & Updates
- Event Planning & Promotion
- Market Research & Audience Analysis
- Excellent Written & Verbal Communication Skills

Education & Certifications

- Diploma, Marketing and Advertising Management - Holland College (April. 2025)
- Graphic Communications Certificate - Northern Alberta Institute of Technology (2023)

Digital Marketing Certifications

- Business to Consumer Online Sales - LinkedIn Certification
- E-commerce Fundamentals - LinkedIn Certification
- Email and Newsletter Marketing Foundation - LinkedIn Certification
- SEO Foundations - LinkedIn Certification
- Google Analytics Certification - Google Certification

Additional Information

- Strong ability to collaborate with cross-functional teams and align marketing strategies with business goals.
- Passionate about community engagement and brand storytelling to drive customer loyalty.
- Flexible and adaptable to dynamic marketing environments, with a keen eye for digital media engagement and analytics.