

FAIDAT BADRU

Creative Content Creator with 2 years of experience. Successful at creating dynamic images and graphics with knowledge of digital and traditional marketing. Committed to developing unique content and incorporating editor feedback.

PERSONAL DETAILS

-  **Name**
Faidat Badru
-  **Address**
Denby Bank, Marehay, Ripley
Derby, DE58LA
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-  **Email**
badrufaidat2@gmail.com

SKILLS

- Proof reading skills
- News writing skills
- SEO experience
- Blogging
- Project coordination
- Content creation



WORK EXPERIENCE

Aug 2021 - Present

Food Content Creator

Cook With Fay, Ripley, United Kingdom

- Created and shared content related to food, including recipes, cooking tips, and food photography on my social media platforms.
- Utilised editing and photography tools to enhance storytelling.
- Featured brand's products, venues, or offerings in aesthetically pleasing and engaging posts that highlight their unique attributes and value.
- Created a series of recipe tutorials featuring high-quality kitchenware, highlighting the importance of quality tools in achieving exceptional culinary results.
- Created unique and delicious recipes using your brand's products as the hero ingredient.
- Made use of relevant hashtags in my captions to describe content and also to increase visibility on instagram.
- Analysed my insights to keep track on my growth and also to help me improve overall on my enagement.
- Keep up to date with latest trends and tools especially on instagram and tiktok.
- Engaged with my audience by responding to comments and messages, to build a relationship and show them i value their feedbacks and opinions.
- Video editing skills and experience using using Capcut, Adobe premiere

Apr 2023 - Jun 2023

Social Media Content Researcher (Remote)

Extreme International Limited, London

- Built campaign performance reports from engagement data, demonstrating successes and areas for growth.
- Managed multiple social media communities, replying promptly and professionally to user comments and messages.
- Worked with accuracy and creativity, producing visually appealing content for Instagram, Facebook and TikTok.
- Researched audience preferences and discovered current trends.
- Assisted social media strategy development, providing targeted ideas to improve engagement and awareness.
- Kept up-to-date with social platforms changes for maximum effectiveness.
- Closely monitored social media trends, proactively creating content to meet audience demand.

Mar 2023 - May 2023

Journalism Intern (Remote)
Thesocialtalks, New Delhi, India

- Wrote blog and social media posts about assigned topics, implementing SEO to encourage engagement and traffic.
- Applied strong writing, editing and proofreading abilities to each assignment to produce best possible content.
- Arranged for publication, printing and distribution of writing.
- Edited documents for grammar, clarity, content and formatting.
- Researched and wrote articles for scholarly work and trade publications.
- Completed writing assignments to set standards regarding order, clarity, conciseness, style and terminology.

Dec 2023 - Aug 2022

Social Media Strategist
Foundation Engineering Service Limited, Lagos State, Nigeria

- Designed, created, and managed promotions and social media ad campaigns, being sure to integrate with the company's overall marketing campaign plan and channels.
- Performed in-depth competitive reviews to check competitor activities with ad placement, keyword use, placement bids, and landing pages.
- Created high-quality marketing strategy documentation, including product marketing briefs, FAQs, and objection handling documents while executing a media campaign designed to raise the company profile in preparation for IPO.
- Utilised best practices for SEO optimization to boost social media program's visibility while creating informative and entertaining posts for clients' social media platforms.
- Moderated user content to ensure all engagement with the brand was appropriate and amplified the organization's mission and objectives.
- Managed social media planning for the execution of marketing strategies and community management while successfully spearheading campaigns on all social media platforms.
- Maintained the company's social media presence by posting messages, answering posts, and monitoring responses, while developing marketing content such as blogs, promotional materials, and advertisements to boost interaction and engagement from the audience.
- Improved page content, keyword relevancy, and branding to achieve optimum Search Engine Optimization (SEO) goals which would increase social media's visibility and organic growth.



EDUCATION

Sep 2022 - Sep 2023

Masters of Art Journalism
University of Derby, Derby

Dec 2015 - Jul 2019

Bachelors of Science Mass Communication
Fountain Universit Osogbo, Nigeria, Nigeria