

Shalom Oladele

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MARKETING & CONTENT EXPERIENCE

Self-Employed

Milton, ON

UGC Creator and Social Media Strategist

2021 – Present

- Produce viral TikTok content with 28M+ cumulative likes and 25K+ followers, managing end-to-end execution from concept and scripting to filming and editing
- Monitor social media KPIs (hook rate, watch-time retention, CTR) to guide content strategy; a Sugarbaby paid ad drove 164 link clicks at a 1.7% CTR, 22.9% hook rate and 59% retention in its first 24 hours
- Partner with 20+ brands including Estée Lauder, Shoppers Drug Mart, Smashbox, Sugarbaby and Just4Kira to produce user-generated content and paid social ads for campaigns, boosting brand awareness and sales conversions through personal affiliate links
- Provide videography, photography and social media services to 50+ clients, including small businesses, influencers and artists
- Wrote a creative brief that repositioned Sugarbaby's Glow Wash for an untapped female audience

PROFESSIONAL EXPERIENCE

Shoppers Drug Mart

Milton, ON

Beauty Advisor

Oct. 2024 – Present

- Create social media content for Shoppers Drug Mart, promoting beauty products, brand launches and in-store promotions
- Deliver personalized beauty consultations, gathering first-hand consumer insights on purchase drivers and trending products to inform content strategy
- Analyze customer engagement and sales data to guide merchandising and promotional focus, contributing to a 12% lift in KPI performance
- Support brand launches, in-store promotions and loyalty program engagement; improved complaint escalation process, cutting resolution time by 20%

Pro Gospel Keys Consulting Inc.

Remote

PeopleSoft Business Analyst

Feb. 2023 – Aug. 2024

- Conceptualized 20+ ad sets by analyzing performance data in Tableau, turning insights into targeted campaign recommendations
- Partnered with cross-functional stakeholders to translate business goals into project plans, documentation and presentations in an Agile environment
- Analyzed data and identified process gaps, reducing processing errors by 15%
- Built and presented training programs that drove user adoption, cutting post-launch support requests by 25%

Apex Nutrition Inc.

Brampton, ON

Business Analyst, Operations and Customer Insights

Jul. 2020 – Jan. 2023

- Grew social media across YouTube, Instagram and Facebook by scripting, editing and posting video content and monitoring algorithm performance, with videos reaching up to 13K views and brand reach up 35%
- Ran and monitored paid social ads (Instagram, Facebook) and email marketing campaigns, using Google Analytics to grow website traffic, online reviews and new customer acquisition
- Hosted brand partnerships and events at GoodLife Fitness (Brampton) and HUF Gym (Mississauga), plus Instagram Live and IGTV collaborations with health and wellness businesses
- Monitored e-commerce performance in Shopify and analyzed sales and customer data with SQL and Excel to guide promotions; supported an e-commerce launch that reduced product delays by 20%

SKILLS AND CERTIFICATIONS

- **Marketing:** Content strategy, creative strategy, creative brief development, brand positioning, market segmentation, messaging hierarchy, consumer and shopper insights, competitive analysis, content calendars, campaign planning, paid social advertising, email marketing, UGC and influencer marketing, brand partnerships, event marketing, creative testing and optimization, customer journey mapping, KPI reporting
- **Creative:** Short-form video, videography, photography, video editing, copywriting and scripting, storytelling, UX/UI design
- **Technical Skills:** Adobe Creative Suite, Figma, Final Cut Pro, CapCut, Canva, Google Analytics, Shopify, Microsoft Office (Word, Excel, PowerPoint), Google Workspace, Salesforce, SQL, Tableau, Power BI, Jira, Confluence, Notion, ChatGPT, Claude
- **Certifications:** IIBA Entry Certificate in Business Analysis (ECBA), IBM Business Intelligence Essentials, Google UX Design Certificate