**Benjamin Awatefe**

**Mobile**: 07365989126 **Email**: awatefebenjamin@gmail.com **Location**: Northamptonshire

An ambitious recent college graduate with a strong passion for digital marketing and content creation. I bring hands-on experience in Adobe Photoshop, video editing, and social media management, alongside a solid foundation in marketing principles. Eager to apply my skills in a dynamic, real-world environment, I’m looking for a role where I can contribute to elevating brand presence through engaging visual content and strategic digital campaigns. Whether it’s boosting brand presence online or developing engaging visual content, I’m ready to contribute fresh ideas, learn from real-world challenges, and grow my skills. I’m driven, adaptable, and ready to put in the work to achieve results, I'm prepared to provide new ideas, adjust fast, and have a significant influence on a digital marketing team.

**KEY SKILLS**

* **Social Media Marketing: Experience with creating content and engaging audiences.**
* **Photoshop & Graphic Design: Comfortable designing social media posts, banners, and ads, with an eye for clean, appealing visuals.**
* **Content Strategy: Planning and organising posts that align with brand goals, ensuring consistency and growth.**
* **Digital Marketing: Familiar with SEO, and email marketing to support brand visibility.**
* **Communication: Strong written and verbal communication skills, used to collaborate with teams and express ideas clearly.**
* **Problem-Solving: Quick to adapt to new tools and challenges, and finding solutions when issues arise.**
* **Technical Skills: Adobe Photoshop**, **Adobe Premiere Pro**, **Microsoft Office**, **OBS Studio**

**PROFESSIONAL HISTORY**

**Netcom Digital Marketing Course May 24 – September ‘24**

Digital Marketing Trainee

**Responsibilities**• Gained hands-on experience with core digital marketing tools including Google Ads, Meta Business Suite, and SEO platforms.
• Planned and executed digital campaigns simulating real-world scenarios to drive audience engagement.
• Developed content strategies tailored for social media platforms, focusing on brand alignment and audience reach.
• Analysed campaign performance metrics to optimise results and inform future strategies.
• Kept pace with evolving digital trends and algorithm changes to stay ahead in a fast-moving landscape.

**Frever February ‘22 – August ‘22**

*Social Media Manager*

**Responsibilities**

* Created engaging video content for TikTok, aligning Frever’s brand identity and target audience.
* Conceptualised, produced and curated video content, from idea generation to final execution.
* Used creative strategies to enhance content visibility and engagement.
* Stayed up to date with TikTok trends, ensuring content remained relevant and timely.
* Adapted content to the fast-paced nature of TikTok

**EDUCATIONAL HISTORY**

**South Thames College September ‘21 – July ‘23**

*UAL Level 3 Diploma in Creative Media Production & Technology (Graphics & Films)*

**South Thames College September ‘20 – June ‘21**

*UAL Level 2 Certificate in Creative Media Production & Technology*

**Archbishop Tenison School, Oval September ‘15 – June ‘20**

*5 GCSEs, Including Maths, English and Science*

**References available on request.**