

GRACE AKEREJOLA

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PROFESSIONAL SUMMARY

Recent graduate with hands-on experience in digital sales, social media content creation, customer engagement, and community management. Experienced in independently managing a business brand, creating product focused content, promoting products, handling customer enquiries, and driving sales through WhatsApp and social media. Creative, organised, customer focused, and able to manage digital tasks independently.

CORE SKILLS

Digital Sales Social Media Management | Content Creation | Customer Engagement | WhatsApp Marketing | Community Management | Product Promotion Sales Conversion | Copywriting | Customer Service | Canva | Basic Graphic Design

PROFESSIONAL EXPERIENCE

Beads by Periwinkle | Digital Sales & Content Manager

Ile-Ife, Osun State | 2026 Present

- Create and manage product focused social media content and promotional campaigns to attract potential customers, increase engagement, and strengthen the brand's online presence.
- Handle digital sales from product promotion and customer enquiries to order coordination and follow up, using WhatsApp and social media to drive customer interest and sales.
- Manage customer relationships and online community engagement by responding to enquiries, sharing product updates, promoting new collections, and maintaining consistent communication with customers.

WhatsApp Community Manager

2020 - 2023

- Managed an active WhatsApp community, creating and sharing engaging content while maintaining consistent member interaction.
- Communicated directly with community members, responded to enquiries, and maintained a positive and organised online environment.
- Planned community activities and content to sustain engagement and encourage continued participation.

EDUCATION

Obafemi Awolowo University (OAU), Ile-Ife, Osun State

B.Sc.Ed. Chemistry and Education 2026

ADDITIONAL SKILLS

Content Planning | Short Form Video Content | Social Media Copywriting | Customer Relationship Management | Product Presentation | Promotional Design Microsoft Office | Canva