

Ibukunoluwa Ameen

Creative || Software Developer

Lagos, Nigeria | 08082962108 | ibukunoluwaameen@gmail.com

[Ibukunoluwa Portfolio](#)

PROFESSIONAL SUMMARY

Creative and detail-oriented software developer and digital strategist with a strong foundation in front-end development and digital marketing. Experienced in managing high-performing social media campaigns, building brand communities, and designing intuitive digital content. Committed to leveraging creativity, data, and technology to solve real-world problems and drive business growth.

WORK EXPERIENCE

Social Media Manager

❖ Gidimart & Stage Fusion Gear - Remote / Lagos | 2024 - Present

- Spearheaded creative content strategies tailored to each brand's audience and values.
- Designed and executed social media campaigns that boosted brand reach and engagement.
- Monitored insights and analytics to optimize performance and grow community size by over 60%.
- Fostered brand loyalty through consistent storytelling and audience interaction.

Digital Marketer

❖ City Market || Ajah | 2024 - Present

- Developed digital launch strategies for a new retail location.
- Managed campaigns across social platforms, emails, and local activations.
- Collaborated with graphics and analytics teams to produce result-oriented promotions.
- Helped increase pre-opening awareness and in-store traffic.

HR / Admin Assistant & Social Media Lead

❖ Difusio Media || Yaba, Lagos | 2020 - 2023

- Began with handling administrative tasks, recruitment support, and internal HR initiatives.
- Took initiative in building the company's online presence through content and social media.
- Promoted to Social Media Lead in 2023, focusing on brand visibility, culture building, and audience engagement.
- Contributed to growing the company's follower base and refining online brand tone.

Software Developer / Intern

❖ AfroTech Girls | 2018 - 2025

- Started as a student developer learning foundational coding and tech skills.
- Participated in collaborative projects, hackathons, and workshops.
- Developed strong skills in HTML, CSS, JavaScript, and React.js.
- Mentored peers and participated in community-led digital innovations.

EDUCATION

❖ B.Sc. Computer Science (In View)

National Open University of Nigeria

❖ Diploma in Software Engineering

Scholarship - Sail Tech Campus

❖ Graduate, Social Media Management

Your Study Path (YSP)

CERTIFICATIONS

- AfroTech Girl Bootcamp - 2018
- She Innovates Bootcamp - 2018
- Art and Business Entrepreneurship (TAFFTA) - 2024

SKILLS

- Front-End Development (HTML, CSS, JavaScript, React)
- Social Media Strategy & Content Creation
- Canva, Illustrator, Adobe Premiere Pro, CapCut
- Content Writing & Market Strategy
- Videography & Motion Graphics
- Community Building & Management

REFERENCES

OBATOTAN

Stage Fusion Gear

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AKIN AKINGBOLA

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