

Zainab Danmole

Zainabdanmole02@gmail.com

+1 (236) 863-3198 • Surrey, British Columbia.

<https://zainabmrsgoke.wixsite.com/zainab-danmole>

<https://www.linkedin.com/in/zainab-danmole-46b9212a5/>

Profile Summary

A highly organized and results-driven Creative professional with years of experience in managing administrative operations, Communications, Digital marketing, and fostering a positive work environment. Proven expertise in coordinating teams and ensuring seamless day-to-day operations to support organizational goals. Adept at implementing efficient office procedures, managing vendor relationships, and leveraging technology to enhance productivity. Known for exceptional communication, problem-solving, and leadership skills, with a commitment to maintaining a professional and collaborative workplace.

Skills and Technologies

- ❖ Office Administration and Organization
- ❖ Team Leadership and Staff Supervision
- ❖ Vendor and Facilities Management
- ❖ Scheduling, Calendar, and Event Coordination
- ❖ Proficiency in Office Tools and Technologies
- ❖ Digital Marketing
- ❖ Creative writing
- ❖ CRM and E-blasts
- ❖ Search Engine Optimization (SEO)
- ❖ Social media marketing
- ❖ Content marketing
- ❖ Inbound Marketing

Certifications

- Google analytics for beginners
 - Google Analytics certification
 - Digital marketing Simternship certificate
 - Email marketing software certification
 - Hubspot marketing hub software certification
 - Semrush for education Maximizing ROI through Marketing Analytics certification
 - Semrush for education Digital Marketing: Hands on experience SEO course
 - Semrush for education Digital Marketing: Hands on experience content marketing course
 - Semrush for education Digital Marketing: Hands on experience social media marketing course
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Professional Experience

BC ACORN, NEW WESTMINSTER, BRITISH COLUMBIA
Date.

February 2024 – Till

Office Manager

- Facilitates internal and external communications, including drafting emails, newsletters, and reports.

- Ensure the office is well-equipped with necessary supplies and technology. Manages vendor relationships and contracts.
- Assist the executive team with strategic planning and implementation of organizational goals.
- Manages the company CRM with the use of tools such as Call Hub and CiviCRM to engage with Donors and prospects. Also assist with creating brochures, flyers, online marketing materials, and social media posts to continuously build the Acorn brand.
- Manage office operations and procedures to ensure organizational effectiveness.

FOREDBC SOCIETY, VANCOUVER, BRITISH COLUMBIA.

MAY 2025 – AUGUST 2025.

Digital Marketing Intern

- Created and scheduled content on social media using Hootsuite and Meta Business Suite.
- Designed compelling graphics using Canva
- Executed email campaigns for the company’s annual competition and blog post.
- Participated in an event display to engage with clients and generate leads
- Assist with all forms of SEO for the organization and create blog posts that resonate with the audience.
- I participated in the AHEAD national annual competition as a judge.

M.M. RAMKAZ GLOBAL VENTURES

Sales/Promotional Executive

November 2022 – December 2023

- Customized promotional strategies to meet the needs of different clients, products, and services.
- Optimized sales methods to best engage, acquire and retain customers.
- Represented organization to public at trade exhibitions and conventions, driving awareness of goods.
- Conducted regular market assessments to stay current on trends and maintain readiness for changes.
- Defined business strategies and roadmaps to drive performance across sales, promotions, and marketing departments.
- Grew Weekly revenue by 35.5% with targeted sales and marketing strategy.
- Developed marketing plans to support department strategies.

Rashydan Enterprises, Lagos Nigeria

May 2017 - October 2022

Sales and Account Manager

- Grew customer base by Identifying needs to deliver relevant product solutions that met client budgets and schedules.
- Negotiate with suppliers to reduce costs.
- Identified and developed new business opportunities, expanding existing client bases.
- Secured new clients through targeted networking and marketing.
- Visited customer locations to determine needs, set up contracts and provide training.
- Delivered a high level of service to clients to both maintain and extend the relationships for future business opportunities,

Awa TV, Lagos Nigeria

September 2014 - April 2017

TV Presenter

- Responsible for introducing and interviewing guest
- Creative writing
- Research topics and background information for items to be featured on the program.
- Read short News.
- Meet with production crew to assess or review a broadcast and plan the next one.
- Production of voice over and program jingles.

EDUCATION

Douglas College, New Westminster, British Columbia, Canada PBD Digital Marketing	Jan 2024 – Dec 2025
University Of Lagos, Lagos Nigeria MSc Mass Communication	Jun 2021 – Aug 2023
University Of Lagos, Lagos Nigeria Postgraduate Diploma Mass Communication	Sep 2017 – Aug 2019
University Of Lagos, Lagos Nigeria Bachelor of Arts Linguistics	Sep 2008 – Aug 2012