

Bankole Fathiat

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EDUCATION

- **Bachelor of Science: Agricultural Economics**

*Federal University of Agriculture, Abeokuta.
2023, Second Class Upper.*

CERTIFICATIONS

- Virtual Assistant, ALX. (2024)
- Professional Business Analysis, Project Safety and Management Institute (2024)
- Data Analysis, Techyjaunt. (2023-2024)

TECHNICAL SKILLS

- Google workspace
- Canva
- Calendly
- Monday.com
- Trello
- Asana
- Slack
- Grammarly
- Chatgpt
- Zoom
- Microsoft Teams

SOFT SKILLS

SUMMARY

Creative **Social Media Strategist and Brand Influencer** with a passion for content creation and community building. Currently driving brand visibility for Masterpiece Botanicals through engaging storytelling and trend-focused content. Proven ability to manage digital operations with precision—previously improving productivity by 30% at Teeflow Couture. Expert at navigating platform algorithms and fostering authentic audience engagement to drive business growth.

WORK EXPERIENCE

Brand Influencer & Social Media Assistant

Masterpiece Botanical-Remote
March 2025- Present

- Created and posted wellness-focused content across TikTok and Instagram, resulting in a 30% increase in audience engagement and 20% growth in followers within 1 month.
- Managed daily interactions (DMs, comments, customer inquiries), maintaining a 95 %+ response rate, and fostering strong community relationships.
- Executed wellness campaigns such as "You Are Your First Love," contributing to a 40% boost in campaign reach and increased product visibility.
- Analyzed post performance and adjusted strategies to improve engagement and educate customers on wellness topics like sugar control, hormonal balance, and PCOS.
- Wrote engaging scripts and captions aligned with brand messaging to ensure content consistency and educational value.

Client Support & Virtual Assistance Specialist

Talent Forge Solutions – Remote
January 2025-February 2025

- Provided administrative and customer support remotely, managing an average of 50+ calls and

- Administrative Support
- File Maintenance
- Record Management
- Scheduling
- Office Management
- Presentation design
- Scheduling and Calendar Management
- Customer Relation and Communication
- Meeting minutes
- Meeting management
- Spreadsheet management
- Customers and clients relating
- Travel Planning
- Social Media Management (TikTok, Instagram)
- Content Creation & Community Engagement
- Analytics & Performance Tracking

emails daily, and resolving client inquiries with a 95% satisfaction rating.

- Used CRM and internal platforms to track, document, and follow up on client issues, improving response efficiency by 30%.
- Acted as a virtual liaison between clients and internal teams—prioritizing tasks, escalating concerns, and ensuring clear communication and follow-up.
- Met and exceeded performance targets, including resolution time, call quality, and customer feedback.
- Recognized for reliability, professionalism, and problem-solving skills in a fast-paced remote environment.

Administrative Virtual Assistant

Teeflow Couture- Remote
2024-2024

- Streamlined office process with effective email management, resulting in better communication and faster response times.
- Enhanced customer relations by promptly resolving inquiries via phone or email.
- Boosted efficiency by creating and maintaining organized digital filing systems for easy document retrieval.
- Improved client satisfaction by managing calendars, scheduling meetings, and organizing travel arrangements.
- Ensured accuracy in data entry tasks while upholding strict attention to detail for consistent quality control measures within company databases.

Administrative Assistant (Hybrid)

2023 - 2024

29Workshop Autotech Limited, Alapere, Ketu, Lagos.

- Delivered excellent customer service through prompt responses to customer inquiries,

addressing concerns effectively, and building strong relationships.

- Ensured accurate record keeping with diligent data entry and database management for vital company information.
- Optimized calendar management for executives by scheduling appointments strategically while considering priorities and minimizing conflicts.
- Manage expense reports for B-to-B customers and executive staff members, ensuring accurate documentation of spending for budgeting purposes.

VOLUNTEER WORK

- Volunteer to paraphrase research work, contributing to the clarity and accessibility of the content for a broader experience. Collaborated with the research team to ensure accurate presentation of the original ideas while enhancing readability.
- Volunteered to create a record book for Eco-Lux laundry and gadgets, streamlining the documentation process and enhancing operational efficiency. Developed a structured format that improves staff data tracking and accessibility.
- Volunteered to interpret data for a research project on snail consumption patterns in Abeokuta, providing insights that informed the study's findings. Analyzed quantitative and qualitative data to identify trends and presented results to the research team, contributing to a comprehensive understanding of consumer behavior.
- Volunteered to clean Oshodi Market with the World Health Organization in 2024 alongside fellow corps members. Achieved a significant improvement in the cleanliness of the market area, contributing to public health awareness and community engagement.

