

# ADEBAMBO MODINAT AINA

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## Customer Care & Live Chat Support Specialist | Digital Marketing Specialist | WordPress Website Designer

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### PROFESSIONAL SUMMARY

*Results-driven Customer Care & Live Chat Support Specialist and Digital Marketing Specialist with hands-on customer service, discovery calls, and live chat support experience since 2019, alongside digital marketing and WordPress website design expertise since 2025. Proven track record resolving customer inquiries across phone, email, and live chat, and boosting business sales by 30% on average through data-driven marketing strategies, paid ads, content creation, and brand positioning. Trained 50+ aspiring digital marketers to become job-ready. Skilled in customer care, live chat support, call handling, discovery calls, client outreach, cold email outreach, campaign execution, WordPress website design, and brand storytelling.*

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### SKILLS

**Customer Care & Support:** Customer Care & Live Chat Support, Call Handling, Client Outreach & Discovery Calls, Cold Email Outreach, Follow-Ups & Retention, Customer Relations

**Marketing Strategy:** Digital Marketing Strategy, Social Media Growth & Management, SEO & Keyword Research, Content Strategy & Copywriting, Brand Visibility & Lead Generation, Brand Storytelling

**Paid Ads & Analytics:** Meta (Facebook & Instagram) Ads, Google Ads (Search & Display), Marketing Analytics (Meta Insights, Google Analytics), Email Marketing & Automation

**Web & Training:** WordPress Website Design, Training & Facilitation

**Tools & Platforms:** Live Chat Support Tools, Meta Business Suite, Google Ads Manager, WordPress, Canva & CapCut, Mailchimp, Brevo, Microsoft Office (Word, Excel, PowerPoint), WhatsApp Business Tools

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### KEY PROJECTS & CAMPAIGNS

#### WordPress Website Design — Personal & Client Sites

- Designed and built a personal portfolio website using WordPress to showcase digital marketing work.
- Designed and revamped client websites on WordPress, including Easylife Vacation and Tourism, Boma Vital Root, Dinat's Hub, Car Care Shop, and Atigidvee Royal.

#### Meta Advertising Campaigns — SME Clients

- Managed end-to-end Meta ad campaigns (audience research, ad set setup, optimization, reporting) that grew client sales up to 30%.
- Built content calendars and ad creatives that improved engagement and audience interaction across Facebook, Instagram, and WhatsApp.

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### EXPERIENCE

#### Digital Marketing Expert & Tutor — Digital World Tech Academy

June 2025 – Present

- Trained 50+ students in digital marketing, covering Meta Ads, branding, content creation, and analytics.
- Helped 5+ small and medium businesses increase online visibility, engagement, and sales by up to 30% through tailored marketing strategies.
- Designed and executed high-performing social media campaigns across Facebook, Instagram, and WhatsApp.
- Conducted client outreach and discovery calls to understand business needs and position tailored marketing solutions.
- Wrote and sent cold outreach emails to prospective clients to generate new business leads.
- Performed consistent follow-ups with leads and clients to improve conversion and retention.
- Conducted online and physical classes, simplifying digital marketing concepts for beginners.

#### WordPress Website Designer — Self-Directed / Client Projects

2025 – Present

- Designed and built a personal portfolio website and revamped multiple client websites using WordPress.
- Handled site structure, page layout, and content updates independently, with no formal design team.

- Digital Marketing & Content Creation Trainee — AI Multimedia, Ogba (LSETF x KTI Program)**

2025
- Completed hands-on training in digital marketing strategy and content creation under the Lagos State Employment Trust Fund (LSETF), delivered in partnership with KTI.
  - Gained practical experience in campaign planning, content development, and brand communication that led directly into a professional digital marketing role.

- Customer Care & Live Chat Support Representative — Sprint Digital**

2019
- Managed customer inquiries and resolved issues across phone, email, and live chat for an average of 20+ customers daily.
  - Handled inbound and outbound calls, live chat conversations, and customer follow-ups.
  - Assisted with data entry for bulk SMS campaigns and digital communication tasks.
  - Built strong customer relationships through timely response and professional support.

**EDUCATION & CERTIFICATIONS**

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- Bachelor of Science (BSc), Food & Pharmaceutical Technology — IRGIB Africa University, Benin Republic**

2017
- Diploma, Health, Safety, Security, and Environment (HSSE) — ERMA**

2019
- Cisco IT Essentials Certificate — Federal Government College**

2014