

WASILAT ATILADE

Recent graduate with hands-on experience in digital marketing, project coordination, team leadership, stakeholder engagement, administration, customer service, and event execution. Led teams of up to 11 members, coordinated initiatives serving over 1,000 students, secured multiple millions in corporate sponsorships, and managed over ₦1 million in welfare funds. Strong communicator with experience coordinating people, managing responsibilities, maintaining records, and delivering projects from planning through execution. Seeking entry-level or internship opportunities in HR, project coordination, operations, administration, customer experience, research, or related business functions.

EDUCATION

BACHELOR OF SCIENCE: SOCIOLOGY
University of Lagos

Nov 2021 – Aug 2026
Lagos, Nigeria

EMPLOYMENT HISTORY

SOCIAL MEDIA MANAGER
Sunbo Collective

May 2025 – Present
Lagos, Nigeria

- Develops and schedules digital content across platforms, increasing organic reach and driving measurable audience growth.
- Supports targeted digital marketing campaigns that boosted customer engagement and contributed to measurable sales revenue uplifts.
- Collaborates with team members to ensure consistent brand presence, improving conversion rates and campaign cohesion.

SALES & SOCIAL MEDIA MANAGER
Bee Exclusive

Feb 2020 – Present
Lagos, Nigeria

- Delivered daily sales support and customer service, increasing customer base and boosting monthly revenue with measurable results.
- Built strong customer relationships and promoted products to expand brand awareness and drive a notable rise in sales revenue.

MARKETING ASSOCIATE
ApparelKare Basics

Apr 2025 – May 2025
Lagos, Nigeria

- Executed online and offline marketing initiatives that supported customer acquisition and brand awareness.
- Engaged prospective customers and promoted products across multiple marketing channels.

LEADERSHIP EXPERIENCE

PRESIDENT
Nigerian Sociological and Anthropological Students' Association (NSASA), Unilag

- Led an executive team of 11 members serving approximately 800 sociology students.
- Successfully planned and executed 6 departmental events, increasing student participation and engagement.
- Spearheaded fundraising initiatives that provided school fee and medical fee support for 5 indigent students.
- Represent student interests while collaborating with faculty and student leaders.

PROJECT HEAD
Explore 7.0 Conference - NSASA UNILAG

- Led a 10-member project team in planning and delivering the department's flagship annual conference.
- Secured over ₦2.5 million in sponsorships through partnerships with brands including Nescafé, Frutta, Orange Line, and other corporate sponsors.
- Delivered the highest attendance in the conference's history, attracting 500+ attendees.
- Oversaw sponsorship acquisition, publicity, stakeholder engagement, project planning, and event logistics.

HEAD, FINAL YEAR WEEK COMMITTEE
Social Science Students' Association, Unilag

- Led planning and execution of Final Year Week activities serving 1,000+ graduating students.
- Coordinated logistics, communication, and stakeholder engagement to deliver successful events.

ASSISTANT GENERAL SECRETARY
NSASA UNILAG

- Collaborated with an 11-member executive team to support the administration of an association serving 800 students.
- Prepared meeting minutes, maintained official records, and documented executive decisions.
- Coordinated across teams to support departmental events and improve operational efficiency.
- Consistently took on responsibilities beyond assigned duties to support executive initiatives.

FINANCIAL TEAM LEAD, OFFICE OF THE WELFARE SECRETARY
Social Science Students' Association (SOSSA)

- Managed approximately ₦1 million in welfare funds, ensuring accurate financial records and transparent reporting.
- Oversaw fund disbursement and expenditure tracking for student welfare initiatives.
- Supported sponsorship outreach and fundraising efforts for welfare programs.

CERTIFICATIONS

FOUNDATION OF DIGITAL MARKETING AND E-COMMERCE
Google

Oct 2023

INTRODUCTION TO USER INTERFACE DESIGN.
Geneza School of Design

Feb 2022

VOLUNTEERING

LAGOS FOOD BANK INITIATIVE

Supported community food distribution initiatives through volunteer coordination and logistics

SKILLS

Team Leadership, Project Coordination, Event Planning, Stakeholder Management, Fundraising, Microsoft Office Suite, Figma, Canva, CapCut, Google Workspace, Digital Marketing, Social Media Management, Content Creation, Customer Engagement, Public Speaking