

My name is

# Toyin Adekola

I'm a Virtual Assistant offering digital marketing, technical writing and administrative services to entrepreneurs and busy professionals who need to increase online visibility and get things done without burnout.

This document contains a summary of my education, experience, skills and work portfolio.

I am based in Lagos, Nigeria but open to work with clients from around the globe.

I look forward to working with you too.



# My skills include:

Email Marketing, Content Writing, Content Strategy, Graphics Design (Canva), Social Media Marketing (Facebook and Instagram), Website Setup (WordPress, Zoho, Squarespace, Wix), Search Engine Optimisation, Copywriting, Business Blogging, Business Writing, Technical Writing, Systems (Zoho), Internet Research and Administrative Support.

# My work experience include:

- Working with clients to increase online business visibility through digital marketing tools such as SEO, social media marketing and business blogging.
- Helping clients attract target audiences through lead generation and nurturing the subscribers through email marketing
- Content creation both written and graphics for social media
- Setting up of business systems such as websites, marketing platforms, custom email addresses, and customer relationship management (CRM) platforms.
- Writing of software and product documentation

# Education

- Ahmadu Bello University - B.Sc. Public Administration (2023)
- University of Ilorin - Post Graduate Diploma in Strategic Management (2013)
- Yaba College of Technology - HND Office Technology and Management (2010)
- Yaba College of Technology - OND Secretarial Studies (2007)

# Certifications

- Google Digital Marketing & E-Commerce Certification - (Ongoing)
- Technical Writing by Moscow Institute of Physics & Technology (Ongoing)
- The Complete Copywriting Course - (2020)
- Hubspot Content Marketing Course (2020)

# Samples of my previous works

Before we proceed, read what my clients have to say about my services:

- She operates on a human to human approach, in content delivery and management of my website and social media handles especially. - M. L., Labounty Farms
- Toyin is unarguably one of the most competent persons I've met. She knows her onions! - Toyosi, Sendmoi
- [Here are also recommendations I've received on LinkedIn.](#)

# My work ethics

When you contract me as your virtual assistant, you can be rest assured that you have signed up with an assistant who pays attention to details and delivers timely.

# Now to my previous works

The following slides contains links to some of my previous articles, graphic designs and other services I have rendered to my clients.

Kindly note that the works shown here are carefully selected to include works that I am allowed to show according to Non-Disclosure Agreements. This means that this portfolio only represents client works that I am allowed to make public.

# Websites

- <https://excellaid.com.ng/> - a WordPress website I setup and currently manage
- <https://www.ninetofivelifestyle.com/> - a Blogger website I setup and manage
- <https://caremorenaturals.com> - a WordPress website I setup
- [www.greengeek.uk](http://www.greengeek.uk) - a WordPress website I setup
- [www.toyinadekola.com](http://www.toyinadekola.com) - my blog on WordPress



# Social media management

- Fruta Jugo Juices on Instagram as frutajugo\_juices
- Excellaid on Instagram, Twitter and Facebook as excellaid
- Labounty Farms on Instagram as laboutyfarm
- MetraPay on Instagram as metra.pay

# Full stack content marketing

I created a full stack content marketing platform for my client who is into jewellery business and wants to expand her marketing efforts to cover email marketing, community management and blogging.

The strategy we employed was to create a simple blog that's targeted at her target audience. Find the blog at [www.ninetofivelifestyle.com](http://www.ninetofivelifestyle.com). We also created a Facebook community and Substack Newsletter both of which are aimed at creating content that add values while giving this target audience an open ground to express themselves and connect with like-minded people from all over the world.

# Graphic designs

Here are links to some of the graphics I have designed with Canva app

- <https://www.canva.com/design/DAFlvOYzyDs/n8vw8cRAApy6qYH8WeEDOQ/watch>
- <https://bit.ly/3XdNqxO>
- <https://bit.ly/3HQEkBu>

# Blog articles

I wrote all the blog articles on [www.toyinadekola.com](http://www.toyinadekola.com). The articles here represent a typical example of my writeups. Other articles I have written are contracted to me under a ghostwriting agreement and as such, I am unable to showcase them here.

# Administrative jobs

Some of the administrative jobs I've done as a virtual assistant include:

- Helping my client setup custom email addresses even without having a website
- Helping my client setup a simple stock and sales tracking spreadsheet on Google Sheets
- Helping my client setup an easy-to-use customer relationship management system (CRM) on Microsoft Excel
- Setting up of Zoho Suite for my client. Systems used include Zoho Mail, Zoho Commerce, Zoho Books and Zoho CRM.
- Creating of training materials (research, typesetting, printing and binding) for my client who is into fashion designing.

Ready to work with me?

[Click to get started on WhatsApp](#)