

RACHEAL POPOOLA

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EDUCATION

University of Lagos

Lagos, Nigeria

Bachelor of Science (B.Sc.), Mass Communication, Second Class Upper

2026

RELEVANT EXPERIENCE

Executive Assistant / Operations Support

2026

UOT Careers

- Led scheduling, administration and internal communications for the Founder.
- Coordinated student career programs and engagement initiatives.
- Drove content planning and outreach to grow audience and student participation.

Executive Assistant / Social Media Manager

2025

La Maison Douillet

- Managed the CEO's schedule and administration; point of contact between executives and internal and external stakeholders.
- Grew Instagram from ~3,000 to 10,000+ followers by implementing content strategies across all platforms converting to paying students (now Studio Falaye Academy).
- Organized quarterly vendor and artisan outreach and secured partner speakers.
- Worked with the marketing team to develop initiatives for annual and monthly goals.

Communications & Social Media Manager

2024

Imagine STEM Academy

- Served as the link between parents and instructors, strengthening relationships.
- Maintained a student database tracking progress and performance.
- Managed social media accounts, creating content that grew online presence.

Social Media Intern

2024

InstaGo-ed Travels

- Responded to inquiries from a global audience with personalised support.
- Designed content and packaged travel information and promotions for online audiences.

Content Creator & Manager

2023 -

Present

Self-managed YouTube Channel & Instagram Account

- Run a YouTube channel with 500+ subscribers: ideation, scripting, filming and editing.
- Grow an Instagram account through content creation and audience engagement.

Radio Presenter's Assistant

2023

School Radio Station, University of Lagos

- Managed the program log and tracked guest appearances for seamless broadcasts.
- Assisted presenters with daily tasks, contributing to high-quality radio content.

SKILLS & INTERESTS

Skills: Social Media Management, Research, Video Editing, Content Creation, Graphic Design, Communication and Organization.