

HAFIZA JIBRIL ABDULLAHI | ADMINISTRATIVE AND CREATIVE SUPPORT

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PROFESSIONAL SUMMARY

A Detail oriented and highly organized virtual Assistant with experience providing both administrative and creative support to individuals and teams. Skills in managing communications online across various teams, improving productivity, ensuring brand reputation and maintaining executive professionalism. Proficient in tools such as Gmail, Canva, slack and zapier for accuracy in delivering task coordination, design and communication. Known for exceptional communication, good attention to details, reliability and ability to manage tasks in the constantly growing remote environment while delivering efficient and professional support.

CORE COMPETENCIES

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|--------------------------|------------------------|
| -Social Media Management | -Content planning |
| -Travel Planning | -Virtual Assistance |
| -Email Management | -Calender Scheduling |
| -Canva graphic design | -Digital Communication |

RELEVANT WORK EXPERIENCES

Social Media Strategy & Brand Management

- Comprehensive Content Architecting: Engineered and executed a 60-day strategic content ecosystem using Notion, managing the full lifecycle from ideation to high-impact publication.
- Performance Auditing: Conducted granular Social Media Audits to evaluate brand health, identifying engagement gaps and optimizing profile visibility for growth.
- Visual Identity Design: Produced professional-grade graphics, flyers, and marketing assets using Canva, ensuring strict brand alignment and high aesthetic standards across all platforms.

Executive & Administrative Operations

- Digital Workspace Management: Expertly navigated Google Workspace, utilizing Google Docs for high-level document drafting and Google Drive for secure, organized file architecture.
- Information Architecture & Data Management: Engineered Google Sheets to track and manage key business metrics, ensuring 100% data accuracy and providing clear visual summaries for executive review.

- Strategic Inbox Optimization: Managed high-volume Email Organizations, implementing custom labels, filters, and priority folders to streamline executive communication and response times.
- Calendar & Schedule Coordination: Facilitated seamless time management by overseeing complex scheduling and prioritizing high-value appointments to maximize executive productivity.

Technical Automation & Workflow Optimization

- System Integration: Architected automated "Trigger-Action" workflows using Zapier to bridge Email and Slack, ensuring instant real-time notifications and reducing manual monitoring time.
- CRM & Chat Automation: Deployed ManyChat integrations for Instagram to automate lead capture and customer engagement, significantly improving response rates.
- Communication Architecture: Leveraged Slack for advanced team coordination, creating a synchronized digital workspace that optimizes cross-functional transparency.

Business/Academic Intelligence & Executive Logistics

- Strategic Market Research: Performed deep-dive Corporate Research and competitor analysis, synthesizing complex data into actionable insights for executive decision-making.
- Academic Research: Conducted extensive archival and field research for a bachelor's thesis titled "A History of Kubwa ward in Bwari Area Council"
- Executive Travel Planning: Leveraged Canva to design sophisticated, multi-leg Executive Travel Itineraries, seamlessly blending complex logistics with visual clarity for a premium travel experience.

EDUCATION

-Bachelor of Arts in History | Bayero University Kano

CERTIFICATIONS AND COURSES

Virtual Assistant Training

- Favrica Coaching Academy
- Master Virtual Assistance 2025: A step by step guide

TOOLS

Notion, Trello, Calendly, Zapier, Google workspace, Slack, Canva, Buffer, Manychats