

Aminah Bukola

SOCIAL MEDIA & DIGITAL MARKETING STRATEGIST

ABOUT ME

SERVICES

PORTFOLIO

CONTACT

They said stories can't change lives—I've proved otherwise.

I turn brand goals into compelling campaigns that connect, inspire, and grow audiences. My data-driven strategies and storytelling expertise deliver measurable results.

GET TO KNOW ME



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Hello!

They called me a dullard. I rewrote that story—and now, I help brands do the same.

Growing up, I was told I wouldn't amount to much. But one teacher's belief in me changed my life, pushing me to rewrite my story and graduate with first-class honors in Mass Communication. That turning point inspired me to help others realise their potential, leading to the creation of Bukkenzo—a platform now empowering over 4,000 young professionals and achieving 37,000+ engagements.

Through Bukkenzo, I've shared relatable career advice, actionable tips, and my journey of transformation. This personal project sharpened my storytelling and audience engagement skills, laying the foundation for my work as a social media and content marketing professional.

Today, I channel that passion into creating campaigns that connect, inspire, and deliver measurable results.



Core Skills: Driving Results Across Platforms



Content Strategy and Storytelling

- Designed SEO-driven blogs, increasing web traffic by 15%.
- Created newsletters with dynamic content, achieving a 35% open rate (10% above industry benchmarks).
- Developed scripts and storyboards for impactful videos driving up to 30% participation increases.



Social Media Management

- Amplified LinkedIn impressions to 44,447 (+392 followers, total 1,904).
- Elevated Instagram reach by 137.7% through engaging reels and interactive storytelling.
- Optimised Facebook campaigns to achieve 9.9K reach, fostering community engagement.



Analytics & Campaign Optimisation

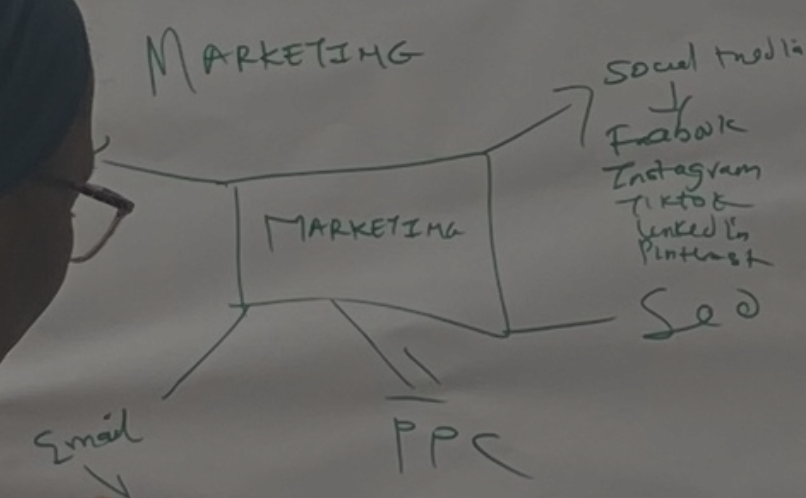
- Used Google Analytics and Mailchimp to refine strategies and improve engagement.
- Monitored KPIs to optimize content and enhance campaign performance.
- Proficient in Canva, Adobe Premiere, and CapCut for designing multimedia content.

AMINAH BUKOLA

PORTFOLIO
2024

NOTABLE PROJECTS

EARLIEST TO THE CURRENT YEAR



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EAST DEVON CARBON ACTION PROGRAMME

I led Cosmic's multi-channel strategy for the East Devon Carbon Action Programme, collaborating with Business Information Point and Carbon Sense to promote sustainability initiatives.

Key Contributions:

- **Video Production:** Conceptualised, directed, and edited two mission-driven videos adopted by all three organisations, driving a 30% rise in participation.
- **Landing Page Design:** Created an engaging hub that increased inquiries by 40%.
- **Social Media Growth:** Boosted Instagram reach by 124.5% with targeted, mission-aligned content.

Results: This campaign amplified programme awareness, fostering momentum for long-term sustainability initiatives.



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COSMIC SOCIAL MEDIA GROWTH CAMPAIGN

Through strategic planning and creative content, I transformed Cosmic's social media platforms into thriving, interactive communities.

	Campaign	Date	Reach & Impact
	LinkedIn Growth Strategy	January - December 2024	Grew followers by 392 (total: 1,904), delivering 44,447 impressions with thought-leadership posts.
	Instagram Engagement Campaign	January - December 2024	Boosted reach by 137.7% and increased interactions by 134% with engaging reels and story content.
	Facebook Community Interaction	January - December 2024	Achieved a 9.9K reach and 1.4K interactions through interactive, community-driven campaigns.

My work not only elevated Cosmic's digital presence but also fostered meaningful engagement with diverse audiences.

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GET ONLINE WEEK VIDEO CAMPAIGN

I led a multi-location video project for Get Online Week, showcasing digital inclusion stories that resonated with diverse audiences.

Key Contributions:

- **Video Leadership:** Coordinated remote and in-office teams to script, film, and edit an inspiring campaign video.
- **Community Engagement:** Delivered a wrap-up post, 'What a Week!', that celebrated successes and engaged stakeholders.

Results:

- **150% Social Reach Growth:** Expanded audience engagement during the campaign period.
- **Positive Stakeholder Feedback:** Recognised for effectively amplifying the campaign's mission through storytelling and production.



[Watch the Campaign Video Here](#)

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DRIVING ENGAGEMENT THROUGH CONTENT CREATION

I elevated Cosmic's digital presence through SEO blogs and engaging newsletters tailored to audience needs.

Key Contributions:

- **SEO Blogs:** Created high-ranking articles like '**Secure Password Management,**' driving a 15% increase in site traffic.
- **Newsletters:** Designed campaigns like '**What's Your Next Move?'** achieving a 35% open rate and 1.5% click rate—exceeding industry benchmarks.
- **Data-Driven Strategy:** Analysed performance via Mailchimp and Google Analytics to refine future campaigns.

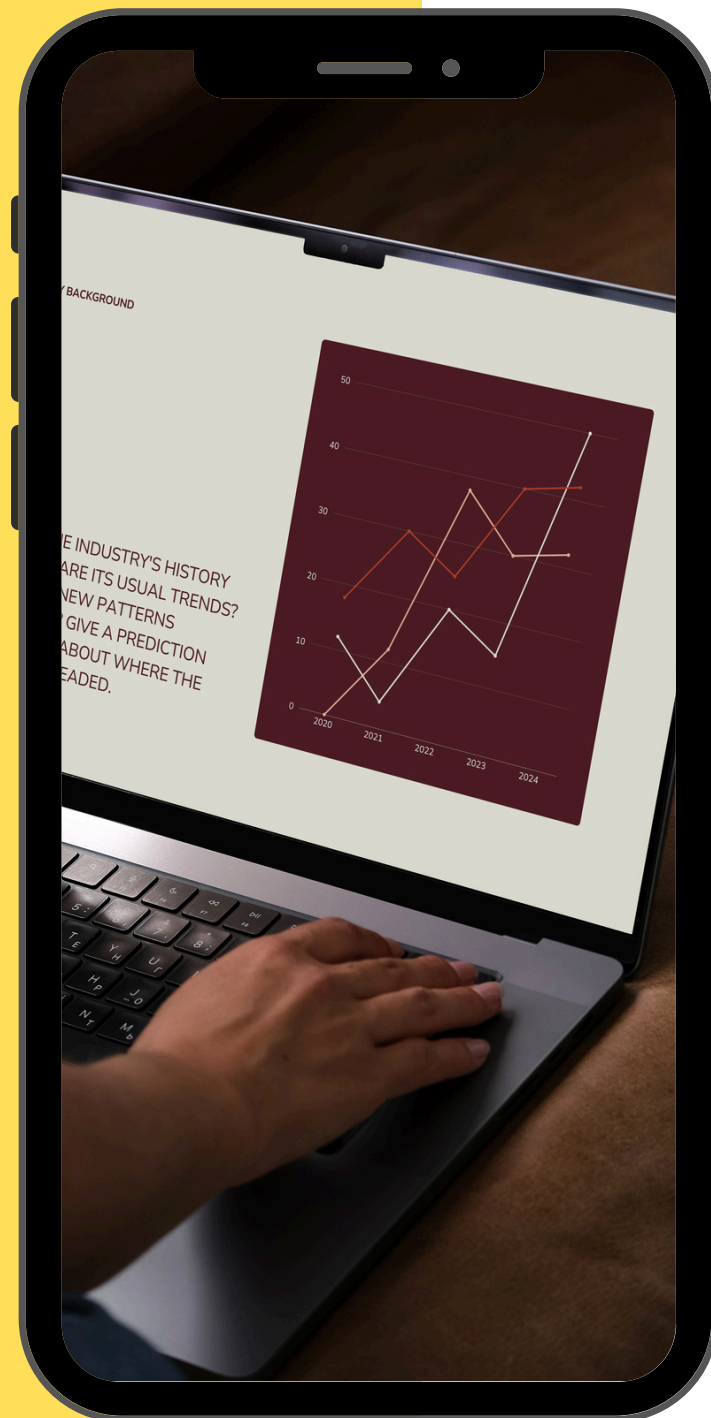
Results:

- Boosted blog traffic by 15% in three months.
- Positioned the brand as a thought leader in digital skills and cybersecurity.

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SCREENSHOT OF PERFORMANCE

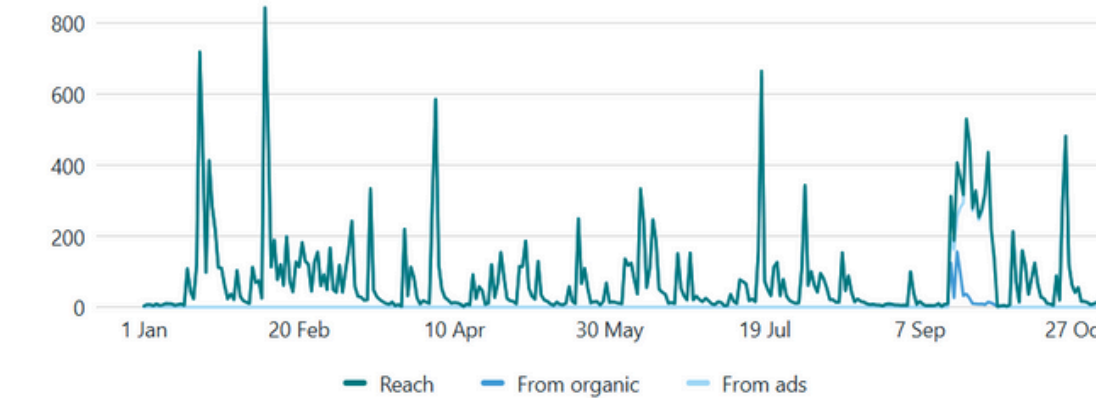
Name	Status	Audience	Folder	Analytics	Actions
Lunch Webinar Regular email Last edited Mon, 19 August 2024 4:55 pm by Cosmic UK	Sent Mon, 19 August 2024 4:55 pm	Cosmic Web and Tech... 547 recipients		34.6% Opens 4.5% Clicks	View report

Content overview

Breakdown: Organic/ads

All Posts Stories Reels Videos Live

Reach ● 9.5K ↑ 4.2%	3-second views ● 2.2K ↑ 275.7%	1-minute views ● 65 ↓ 35%	Content interactions ● 1.3K ↑ 47.3%	Watch time ● 14h 42m ↑ 138.8%
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Reach breakdown

1 Jan - 9 Nov

Total	9,466 ↑ 4.2%
From organic	7,307 ↑ 27.7%
From ads	2,518 ↑ 100%

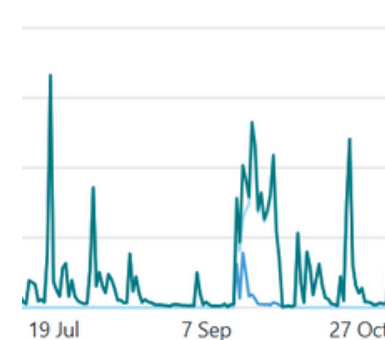
Reach ⓘ

37,281

Accounts Center accounts reached
10,262 from latest ad

Impressions	51,859
From latest ad	11,677

Content interactions ● 1.3K ↑ 47.3%	Watch time ● 14h 42m ↑ 138.8%
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Reach breakdown ●

1 Jan - 9 Nov

Total	9,466 ↑ 4.2%
From organic	7,307 ↑ 27.7%
From ads	2,518 ↑ 100%

Interactions ⓘ

Post interactions	--
Likes	1,637
Comments	69
Saves	331

Explore My Writing Portfolio



[Your Browser Isn't a Safe Vault:
Cosmic's Guide to Secure
Password Management](#)



[The Rise of
Sophisticated Social
Engineering Attacks and
How to Stay Safe](#)



[Campaign Newsletter](#)
[Campaign Newsletter 2](#)



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DRIVING ENGAGEMENT THROUGH EVENTS & DESIGN

I planned and executed successful webinars, combining impactful visuals with targeted outreach to maximize engagement.

Key Contributions:

- **Event Coordination:** Organised two webinars, doubling registrations from 15 to 30 attendees.
- **Creative Design:** Produced event visuals and email campaigns that captured attention and drove attendance.
- **Strategic Promotion:** Boosted interest through targeted emails and social media posts.

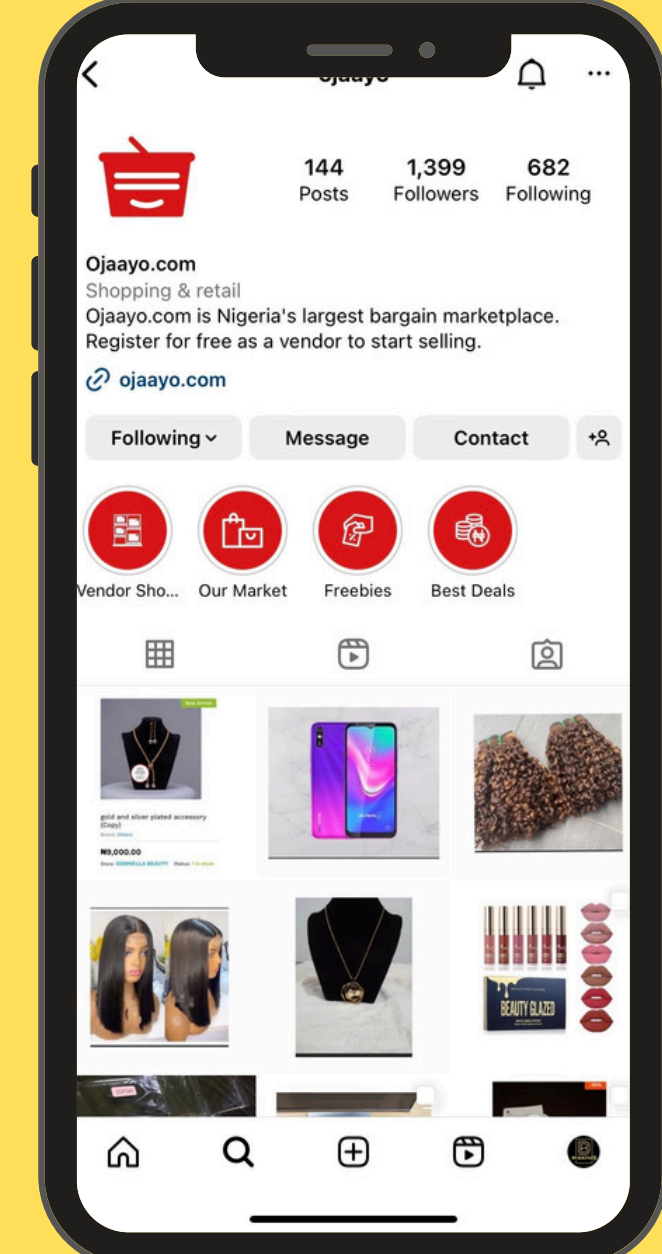
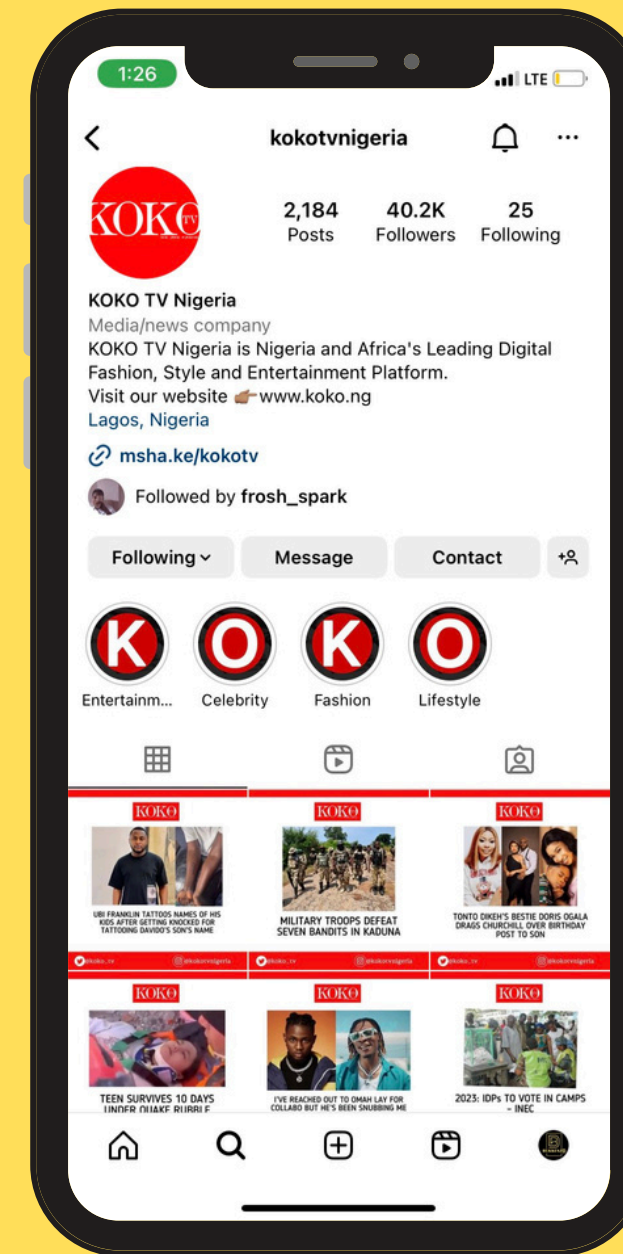
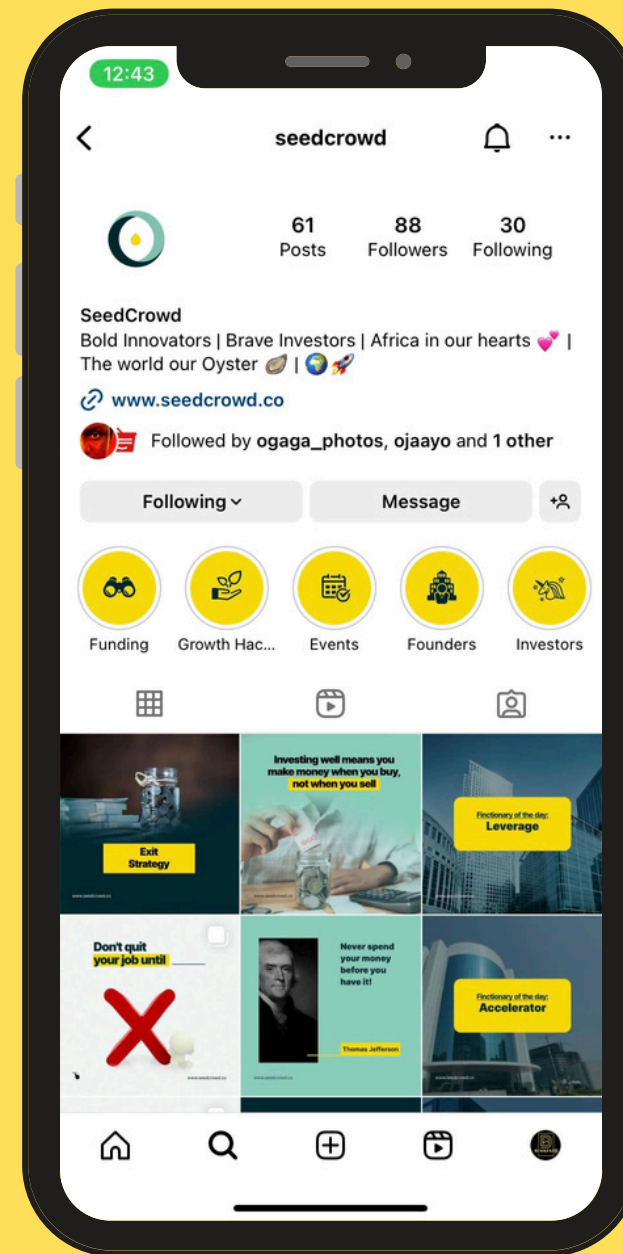
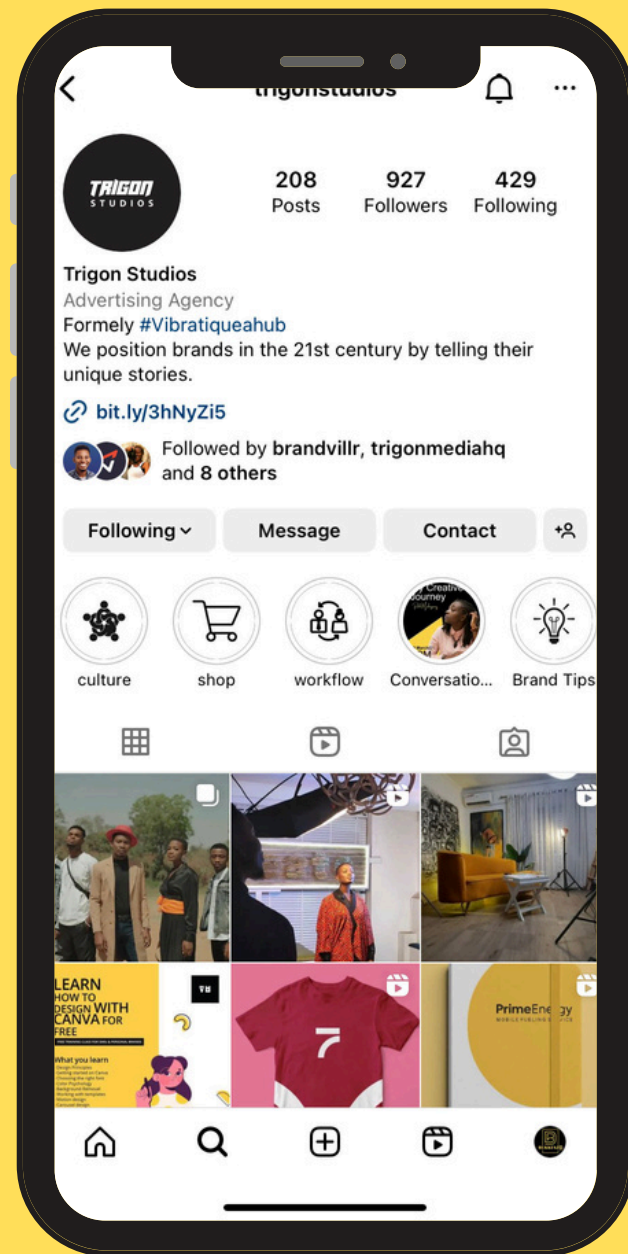
Results:

- **50% Attendance Rate:** Converted registrations into active participants

[View My Event Graphics Portfolio Here](#)



Some of the renowned brands I worked with in the past (2020-2021)



"Contributed to renowned brands as an employee, creating engaging content that resonated with their audiences."

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Let's create campaigns that captivate and deliver measurable results. View my full portfolio at aminahbukola.com

Together, we can rewrite your brand's success story.

ADDRESS

 I'm currently based in Plymouth, United Kingdom but am open to relocation!

CONTACT

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