

DAVID OYANIRAN

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PROFESSIONAL SUMMARY

Versatile tech-driven professional with 6 years+ of hands-on experience and a strong background in admissions, digital marketing, and web strategy. Demonstrated competency in leading enrollment initiatives, managing digital campaigns, and overseeing user-centred website experiences. Proficient at applying technology to enhance user engagement, streamline digital platforms, and inform data-backed decisions. Proven ability to bridge creative, technical, and administrative goals across higher education and corporate environments. Currently pursuing an MBA in Information Systems Management, bringing strategic thinking, digital fluency, and academic integrity to roles in digital communications, educational leadership, and technology-enabled services.

HARD SKILLS

Digital Marketing • Web Design • SEO Optimization • Email Marketing • UX/UI Design • Social Media Strategy • CRM Systems • CMS Management (WordPress, Joomla) • Google Analytics • Content Creation • HTML/CSS • Lead Generation • Paid Ads (Meta, Google) • Graphic Design (Canva, Adobe Suite) • A/B Testing • Data Visualization • Marketing Automation • Project Management • IT Support • Tech Troubleshooting • Enrollment Strategy • Digital Admissions Tools • Systems Administration • Website Maintenance • Cybersecurity Awareness • Communication Systems • Learning Management Systems (LMS) • Ms. Office Suite

SOFT SKILLS

Leadership • Communication • Teamwork • Problem-Solving • Planning • Organizing • Multitasking • Time Management • Decision-making • Analytical • Critical Thinking • Attention to Detail • Change Management.

PROFESSIONAL EXPERIENCE

Quality Control Officer • DB Schenker, Bolton, Ontario, Canada. • Mar 2025 – Date.

- Flagged and resolved 45+ quality issues monthly, reducing customer complaints by 11% in 2 months.
- Collaborated cross-functionally with the logistics team, ensuring daily fulfillment accuracy for 1,200+ units.
- Conducted inspections weekly, promoting zero-incident operations & compliance with warehouse safety rules.
- Improved warehouse organization using digital categorization strategies, enhancing inventory retrieval speed.
- Utilized handheld scanners to track movement, achieving 100% traceability across incoming repalletized stock.
- Maintained a 99.8% defect-free rate by inspecting, repalletizing, and documenting products with precision & care.
- Reduced manual errors by 12% via detailed documentation of inventory movement and quality inspection records.
- Streamlined storage workflows, improving repalletizing process efficiency by 17% through structured labelling and zone sorting.

Director of Admissions & Exams & Records • Heim-Weldios University Porto-Novo, Benin Republic • Sept 2024 – Dec 2024.

- Coordinated departments to ensure smooth academic processes, improving compliance during audits.
 - Digitized entire admission process, cutting processing time by 70% and increasing applicant conversion rate.
 - Oversaw video lecture uploads, ensuring 100% content availability on learning platform for all online learners.
 - Trained staff on digital systems, leading to seamless academic record processing & timely transcript generation.
 - Handled student complaints and appeals, resolving 95% of issues within 48 hours, boosting satisfaction ratings.
 - Designed online result-checking system, reducing inquiries by 40% and increasing access efficiency for students.
 - Launched digital course registration platform, reducing physical queues & enabling 24/7 access for 2K+ students
 - Developed centralized student database, improving data accuracy and retrieval time by 60% for academic operations.
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Director of Admissions & Marketing / Head of Admissions • Hill-City University Benin Republic and Liberia, Cotonou, Benin Republic. • May 2021 – Jan 2024.

- Managed 6 social media platforms, growing audience by 85% and improving applicant interaction rates.
- Built and managed university website, boosting site traffic by 62% and improving user engagement metrics.
- Trained and led a 10-member admissions team, achieving a 98% application completion rate during peak cycles.
- Designed online application portal, enhancing mobile accessibility and achieving a 40% rise in mobile conversions.
- Created monthly analytics reports, guiding management on admission trends and boosting data-driven decisions.
- Increased application volume by 73% through strategic digital campaigns and targeted admissions outreach efforts.
- Introduced automated admissions system, reducing manual processing errors and shortening turnaround by 50%.
- Represented university at 20+ international fairs, expanding enrollment pipeline and brand presence across Africa.

Admission Officer • Escae University, Cotonou, Benin Republic. • Feb 2021 – May 2021.

- Supported online orientation rollout for 300+ new enrollees, enhancing onboarding across all academic depts.
- Issued admission letters faster, cutting processing time by 30% using efficient tracking and scheduling systems.
- Participated in recruitment drives, boosting new applicant submissions through outreach and follow-up efforts.
- Processed over 400 applications with a 98% accuracy rate in verification and documentation compliance checks.
- Created a student support guide, reducing inquiry calls by 37% and enhancing applicant onboarding independence.
- Conducted eligibility assessments, improving applicant acceptance quality by aligning with academic benchmarks.
- Ensured data confidentiality by implementing password-protected access to sensitive admission records and files.
- Introduced applicant status dashboard, giving students real-time visibility into application progress and required actions.

Media Officer • Hill-City University, Cotonou, Benin Republic. • Aug 2020 – Jan 2021.

- Streamlined media library system, cutting academic content retrieval time by 60% for faculty and staff.
- Edited and uploaded 200+ lecture videos, achieving 99.9% uptime and seamless student access on LMS.
- Coordinated livestreams for 10+ major events, reaching over 5,000 remote participants across West Africa.
- Updated university website biweekly, keeping content accurate and increasing average visit duration by 34%.
- Supported faculty content recordings, ensuring high quality and timely delivery for distance learning sessions.
- Designed social media posts, boosting student engagement rate by 48% within a focused five-month campaign.
- Implemented software upgrade, enhancing overall digital content production speed by an impressive 22% margin.
- Created compelling promotional visuals, increasing program inquiries by 45% through strategic online media distribution efforts.

Assistant Admission Officer • Hill-City, Cotonou, Benin Republic. • Sept 2018 – Aug 2020.

- Supported over 15 recruitment events, directly contributing to a 25% year-on-year increase in admissions.
- Verified credentials and issued letters, enabling 90% of applicants to meet admission deadlines successfully.
- Promoted digital media campaigns, boosting qualified lead conversions by 33% through strategic engagement.
- Responded to 1,200+ applicant inquiries, maintaining high satisfaction scores and prompt resolution timelines.
- Managed 700+ student applications, maintaining compliance with institutional policies and document integrity.
- Developed a digital tracking system, improving data transparency and reducing student inquiry volume by 33%.
- Oversaw record filing, reducing document retrieval time by 40% through enhanced data categorization techniques.
- Ensured application documentation accuracy, decreasing rejection rate due to incomplete forms by a measurable 20%.

TRAINING

- Strategic Educational Technology Skill Acquisition – Hill-City University Benin. 2022.

PROFESSIONAL COURSES

- Google Analytics Certification – Google Skillshop. 2025.
- Bloomberg Finance Fundamentals – Bloomberg. 2025.
- Prompt Engineering: How to Talk to the AI's – LinkedIn. 2025.
- Social Media Marketing Strategy & Optimization – LinkedIn. 2025.
- Project Management – The Open University. 2024.
- The Fundamentals of Digital Marketing – Google Digital Garage. 2020.

AWARDS

- Doctor of Philosophy in Information Technology (Honoris Causa) PhD (hc). – Issic University Benin. 2023.
- Most Dedicated Staff of the Year – Hill-City University Benin. 2023.
- Most Patriotic Staff of the Year – Hill-City University Benin. 2021.

EDUCATION

- Master of Business Administration – Information System Management** (2026 Ongoing)
International Business University, Toronto, Canada
- Bachelor of Science – Digital Marketing (2nd Class Supper)** – Hill-City University Benin 2020.