

Social Media Manager

+234 902 485 9736 | austecch@gmail.com | [linkedin.com/in/augustineogedegbe](https://www.linkedin.com/in/augustineogedegbe)

PROFESSIONAL SUMMARY:

Strategic Social Media Manager with international experience driving brand growth through content strategy, digital campaigns, and analytics. Skilled in managing cross-platform engagement, building brand identity, and optimizing performance for coaching, e-commerce, and non-profit organizations.

WORK EXPERIENCE:

PMAscend, United Kingdom

Social Media Manager

04 June, 2024 – November, 2025

- Manage PMAscend's entire social media presence across Facebook, Instagram, and LinkedIn, aligning all content with the company's coaching and training brand.
- Develop branding strategies, create visual assets, and oversee ad campaigns to drive engagement and course enrollment.
- Collaborate with other developers to update the website and create new features.

George Wilson Goodman Osasojie Foundation, Edo State

Social Media Manager

05 October, 2022 – 20 July, 2024

- Planned, created, and scheduled social media campaigns across Facebook, Instagram, and LinkedIn, achieving 40% audience growth in six months.
- Designed visual content using Canva and optimized post timing and engagement with Meta Business Suite.
- Managed the foundation's WordPress site, ensuring up-to-date content and consistent branding.

BrightPath Consulting, UK

Social Media Manager (Freelance)

August, 2023 – April, 2024

- Managed the company's digital communication and online visibility for its consulting brand.
- Designed and posted thought-leadership content to LinkedIn, increasing client engagement and inquiries.
- Prepared branded visual materials and presentation decks for investor campaigns.
- Optimized content scheduling and email responses using HubSpot CRM.

RELEVANT PROJECTS:

Zen Glow Beauty Store, USA

Social Media Manager (Freelance)

January, 2022 – July, 2023

- Managed social media marketing for beauty and skincare e-commerce products.
- Created daily visuals, reels, and product posts that increased reach and online sales.

Global Connect Media, Canada

Social Media Manager (Freelance)

April, 2022 – January, 2023

- Oversaw digital content across three brand pages, achieving 40% audience growth in six months.
- Developed posting strategies, coordinated webinars, and implemented community management systems.

EDUCATION:

B.Eng. in Computer Engineering

Bayero University, Kano

April, 2012–December, 2017

CERTIFICATIONS:

- Meta Social Media Marketing
- Google Digital Marketing & E-commerce
- Google Project Management
- SEO Specialization
- Email Marketing: Think Outside the Inbox

SKILLS:

- Social Media Strategy & Brand Management
- Content Creation & Campaign Execution
- Digital Advertising & Performance Tracking
- Analytics & Insight Reporting (Meta Insights, Google Analytics)
- Copywriting, Visual Storytelling & Trend Research
- Tools: Canva, Meta Business Suite, Buffer, HubSpot, Mailchimp, Trello, Asana, Notion

REFERENCE:

Mr. John Ehiremen

CEO PMAscend Groups

United Kingdom

info@pmascend.co.uk

+447933694868