Slessor Ovwromoh

Social Media Marketing Manager

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# SKILLS

•Social Media Strategy: Expertise in developing and executing strategies across major platforms (e.g., Instagram, Facebook, Twitter, LinkedIn, TikTok) to increase engagement and brand awareness.

•Content Creation: Skilled in creating compelling content, including graphics, videos, and copy, tailored to each platform’s audience and format.

•Community Management: Experienced in fostering and maintaining a positive online community by engaging with followers, responding to comments and messages, and managing customer feedback.

•SEO & Hashtag Optimization: Knowledgeable in using keywords, hashtags, and SEO principles to increase content visibility and drive organic growth.

•Advertising & Budgeting: Skilled in planning, launching, and managing social media ad campaigns on platforms like Facebook Ads Manager and LinkedIn Ads, with a focus on maximizing ROI within budget constraints.

•Trend Analysis: Ability to identify emerging trends and adapt strategies to stay current, keeping the brand relevant and engaging.

•Copywriting: Strong copywriting skills for creating clear, concise, and compelling posts, captions, and call-to-actions tailored to target audiences.

•Brand Voice & Consistency: Skilled at maintaining a cohesive brand voice and visual identity across all platforms.

•Project Management: Experienced in planning and coordinating content calendars, campaigns, and cross-functional projects to meet deadlines and campaign goals.

•Customer Service: Able to address customer inquiries and feedback professionally, ensuring a positive brand experience across social channels.

•Creative Tools: Proficient with design and video editing software such as Canva, and video editing tools.

# **EXPERIENCE**

**Quick Collect (FinTech) -** *Social Media Marketing & Content Writing Manager*

February 2025 – Present

* Develop and implement social media strategies to increase brand awareness and engagement across platforms, with a focus on TikTok, Instagram, Youtube,LinkedIn and Twitter.
* Create compelling written graphic contents to promote Quick Collect services.
* Analyze social media insights and performance metrics to optimize content strategy and improve audience reach.
* Collaborate with the marketing team to execute campaigns that drive user acquisition and transactions.
* Monitor trends and competitor activities to keep Quick Collect’s digital presence competitive and relevant

## OES Lipcare(Cocolux Beaty) Delta state *- Social Media Manager*

2022 - 2024

* Assisted in Content Calendar Planning: Contributed to content calendar planning, coordinating with internal teams to ensure a steady flow of engaging, relevant content across all social channels.
* Supported Influencer Campaigns: Coordinated influencer partnerships by researching, reaching out to, and managing relationships with key influencers, contributing to a high increase in brand mentions.
* Customer Service Support: Addressed customer inquiries and concerns on social media, providing timely responses and resolving issues to enhance customer satisfaction.
* Monitored Social Media Trends: Kept abreast of platform changes, algorithm updates, and emerging trends to help inform content adjustments and maintain audience engagement.

# **EDUCATION**

## University of Benin, Benin City *- BSc.Environmental Education(HSE)*

2018-2023