

SAHEYI KEHINDE SAMUEL

PROFESSIONAL SUMMARY

Results-driven social media & Client Support Specialist with over 3 years of experience managing digital campaigns, customer communication, and administrative operations. Proven success in improving brand visibility, customer satisfaction, and workflow efficiency for businesses across healthcare, beauty, fashion, and real estate industries. Skilled in social media management, client relations, data entry, and email handling, with a strong ability to combine creativity and precision to drive engagement, conversions, and customer retention

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MANAGER & CLIENT SUPPORT SPECIALIST

Ladux Salon & Spa | Onsite | *Aug 2025 – Present*

- Increased audience engagement by 60% and boosted online bookings by 50% through creative content and ad strategy.
- Managed social media inquiries and Gmail responses with a 98% reply rate and improved client satisfaction.
- Ran Meta ad campaigns, cutting cost-per-lead by 35% and raising ROI by 20%.
- Produced reels, graphics, and promo videos using Canva, CapCut, and Photoshop, driving steady follower growth.
- Tracked campaign data via Meta Insights and Google Analytics to optimize posting and ad performance.

CUSTOMER SUPPORT & SOCIAL MEDIA ASSISTANT

CELLTEK HEALTHCARE MEDICAL CENTER | HYBRID | *MAR 2023 – SEPT 2025*

- Delivered client support and appointment coordination with 99% accuracy and high patient satisfaction.
- Supported content strategy and campaign execution, contributing to a 176% ROI increase in online outreach.
- Managed and updated CRM records, improving workflow efficiency and data reliability.

- Collaborated with medical and admin teams to streamline communication and strengthen patient engagement.

DIGITAL MEDIA & CONTENT MANAGER

9JAKNOWN WEBSITE | REMOTE | *JAN 2021 – DEC 2023*

- Built and managed a WordPress blog that achieved an 80% increase in organic traffic through SEO optimization and social media promotion.
- Developed and maintained content calendars and published SEO-driven posts, visuals, and cross-platform updates.
- Handled blog moderation, data entry, and post scheduling, ensuring consistent publishing and audience engagement.
- Analyzed performance metrics using Google Analytics to refine content strategy and boost visibility.

VIRTUAL ASSISTANT & ADMINISTRATIVE SUPPORT

BRIGHTPATH CLIENT SOLUTIONS / TT REAL ESTATE / ATLAS CONNECT / LIGHT & SHADE ART ACADEMY | REMOTE | *JAN 2022 – PRESENT*

- Provided virtual administrative and customer support to international clients across the USA and Australia, achieving a 98% client satisfaction rate.
- Managed data entry, CRM updates, and email scheduling, reducing average response time by 40%.
- Created content calendars, progress reports, and documentation that increased course sign-ups by 35% and improved team collaboration.
- Coordinated meetings, file management, and workflow automation, boosting overall productivity by 30%.
- Utilized tools such as Google Workspace, Trello, Slack, and HubSpot to streamline communication and task tracking.

CORE SKILLS

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|--|-----------------------|
| • Social Media Strategy | • Canva |
| • Customer Relationship Management (CRM) | • Meta Business Suite |
| • Data Entry & Reporting | • HubSpot |
| • Email & Calendar Management | • Trello |
| | • Google Workspace |

- Content Creation
- SEO
- Copywriting
- Photoshop
- Capcut
- Paid Ads
- Customer Support
- Problem Solving Time Management

ACHIEVEMENTS

- Increased overall social media engagement by 45% across multiple brands.
 - Delivered consistent client support with 98% satisfaction and zero missed deadlines.
 - Improved administrative efficiency and response time by 40%.
 - Built long-term relationships with international clients through proactive communication.
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EDUCATION & CERTIFICATIONS

- **HND Software Development – Computer Science** (2023–2025)
- **ND Computer Science** (2021–2022)
- **Certificate in Social Media Management** – University of Social Media Avalocx (2023)
- **Certified Virtual Assistant (VA)**
- **Certified Social Media Manager (SMM)**
- **Certified Graphic Designer (GD)**