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Virtual Assistant/Social Media Manager

# **PROFESSIONAL SUMMARY**

Proactive and detail-oriented Virtual Assistant and Social Media Manager with experience supporting international marketing teams. Skilled in lead generation, brand and influencer research, and social media content management. Known for creating and scheduling engaging content, maintaining strong communication, and ensuring timely project delivery. Highly organized and efficient in remote work environments, dedicated to helping brands grow through creativity, consistency, and reliable support.

**EXPERIENCE**

**FOOD FOR CONTENT, DUBAI —** *International Virtual Assistant*

# (Contract)

2025 - till date

Support a Dubai-based marketing team remotely on influencer and brand campaigns across the GCC region

Conduct extensive lead generation and market research for brands and content creators to support marketing outreach

Build and verify influencer and brand databases, including names, niches, social media links, and contact details

Ensure data accuracy, consistency, and reporting through organized spreadsheets

Collaborate with team members via Slack to meet tight daily deadlines and deliver high-quality results

Assist with digital marketing and communication tasks to support campaign goals

# **ACE FOODIES —** Social Media Manager

2024 - till date

Plan and schedule posts across all social media platforms

Ensure all posts align with the company’s tone and branding guidelines.

Create accurate contents with trending sounds

## SKILLS

Lead Generation

Social Media Management

Content Creation

Administrative Support

Email & Calendar Management

Research & Data Organization

Communication Skills

Time Management

Customer Engagement

Canva Design

Microsoft Office & Google Workspace

## ACHIEVEMENTS

**Researched and compiled over 150 verified influencers and brand contacts daily across the GCC region for international marketing campaigns.**

**CERTIFICATES**

**Virtual Assistant - ALX (2025)**

**LANGUAGES**

English

# **HERENCIAS WORLD** — Social Media Manager/Virtual Assistant

2024 - till date

Plan and schedule posts across all social media platforms

Ensure all posts align with the company’s tone and branding guidelines.

Handle calendar management and scheduling.

Respond to client inquiries via email, social media, or chat.

# **VALUE CORE LABORATORY** — Laboratory Technician Intern

2021- 2022

Fulfilled lab assistant or specimen processor duties to support work of technicians, technologists and scientists.

Recorded test results on standardized forms to enter into the database and communicate to appropriate personnel.

# **JEWELS BY BETH** — Social Media Manager

2021- Till date

Schedule posts, monitor engagement, and adjust posting times to optimize reach.

Respond to comments, messages, and tags to build strong relationships with customers.

Track performance metrics such as engagement rates, website traffic, and sales conversions.

# **NEVADABRIDGETV** — Marketing Sales Executive

2021- 2022

Suggested innovative ideas to increase sales and improve customer experience.

Sourced advertising opportunities to place adverts in press and social media.

# **BETH WEARS** — Social Media Manager

2018 - 2021

Manage customer reviews and feedback on social media channels.

Schedule posts, monitor engagement, and adjust posting times to optimize reach.

Identify and propose new opportunities for brand engagement and growth.

## EDUCATION

**Olabisi Onabanjo University,** Ogun State — *B.Sc in Biochemistry*

2018 - 2023

REFERENCE

ACEFOODIES

08137420630