

Miracle Chinoyerem Iyayi

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Professional Summary

Social Media Manager, Digital Marketing Coach, and Content Strategist with 4+ years of experience enhancing brand visibility and engagement. Skilled in managing digital platforms, creating impactful campaigns, and fostering strong client relationships. Proven track record of driving audience growth, boosting engagement, and delivering strategies that achieve lasting results.

Core Skills

- Social Media Management
- Digital Marketing & Paid Advertising (Facebook Ads, Instagram Ads, TikTok Ads, YouTube)
- Brand Storytelling
- Microsoft Office Suite
- Content Creation & Strategy
- Email Marketing & Influencer Marketing
- Customer Care Support & Community Management
- Graphic Design and Video Editing (CapCut, InShot, Filmora, Canva)
- Search Engine Optimization
- Client Relationship Management
- Team Collaboration
- Analytics & Reporting

Professional Experience

- **Soibi Botanicals / Soibi Aesthetic Clinic** (Hybrid – Lagos)

Social Media Manager / Email Marketer | July 2025 – Present

- Managed and executed engaging social media strategies for both brands
- Drive customer engagement through storytelling, email marketing, and digital campaigns.
- Build brand visibility with subtle yet impactful content tailored for multiple platforms.

- **Toolz.ng** (Onsite – Lagos)

Social Media Manager / Head Content Strategist | February 2025 – June 2025

- Led content strategy and social media campaigns to increase brand presence.
- Directed content creation teams, ensuring brand voice consistency and audience engagement.

- **Chilltrybe Creatorverse** (Remote – Abuja)

Social Media Manager / Digital Marketer | August 2024 – January 2025

- Managed social media and digital campaigns that boosted user engagement and retention.
- Recognized for exceptional performance with two salary increments within 3 months.

- **Like-Play Like-Play Dating** (Remote – Delaware, USA)

Social Media Manager / Website Handler | April 2023 – March 2024

- Launched marketing campaigns that drove app adoption, celebrating 5,000 subscribers within 2 months.
- Handled website management and online community engagement.

- **Free Gift International** (Hybrid – Lagos)

Social Media Manager & Assistant Executive Digital Marketer | February 2019 – September 2022

- Oversaw digital campaigns and bookings for productions across 15 states in Nigeria and Ghana.
- Secured sponsorships and enhanced visibility for drama productions.

- **Bethel Mendels** (Onsite – Lagos)

Sales Personnel & Customer Care Representative | January 2018 – January 2019

- Drove exceptional sales performance, selling 250 pairs of shoes in a single day and over 5000+ footwear's .
- Improved customer retention, created content / managed WhatsApp group platform and follow-ups with customers worldwide.

- **Timeline Global System** (Onsite – Lagos)

Sales Representative | January 2017 – December 2017

- Promoted to Branch Manager within 5 months due to outstanding sales results.
- Managed branch operations, inventory/stock management, customer service, and sales.

Education

- Higher National Diploma (HND), Osun State Polytechnic – December 2022 – November 2024
- National Diploma (ND), Lagos State University of Science and Technology – June 2018 – February 2022

Professional Training & Certifications

- Digital Marketing / Ads Specialist Training – DMSI, USA (January – February 2024)
- Social Media Manager Mentorship Program – That Digital Millennial, Lagos (March- April 2024)
- Gofest Film Institute – Certification in Media/Film Management

Notable Achievements

- Promoted to branch manager in less than 5 months (Timeline Global System).
- Sold 250 pair of shoes in one day online (Bethel Mendels).
- Increased app subscribers to 5,000 in 2 months of the website launch with team mates (Likeplay Dating).
- Secured over 30 sponsorships and bookings from clients while traveling to 15 states in Nigeria & Ghana (Free Gift International).
- Got Facebook Verification under my supervision and management (Toolz.ng)
- Celebrated first 10k views on YouTube Movie & Sold over 10k books and gospel CDs while on National and International Tour (Free Gift International)
- Increased Instagram and TikTok reach with 50% under 1 month of creating the page (Chilltrybe)
- Improved the social media presence of a brand with high quality content, engagement and views after years of low engagement (Toolz.ng)
- Salary increased twice within 3 months of joining (Chilltrybe)

Referee

Available upon Request