**Professional Summary**

Creative and data-driven Social Media Manager & Growth Strategist with proven experience in developing digital campaigns, managing content calendars, and using analytics to grow brand visibility and audience engagement. Adept at planning and executing social strategies that align with business goals and drive measurable growth across platforms.

**Core Competencies**

Social Media Management & Scheduling

Content Creation & Strategy Development

Growth Campaign Planning & Execution

Audience Engagement & Community Management

Analytics Interpretation (Reach, CTR, ROI)

Visual Branding & Copywriting

Reporting & Performance Optimization

Collaboration & Time Management

**Professional Experience**

LekkiHill Plastic Surgery Hospital – Lagos

Social Media Manager & Growth Strategist | 2024 – Present

Developed and executed multi-channel growth campaigns to increase online visibility and client inquiries.

Created high-performing health and lifestyle content tailored to platform trends and audience needs.

Analyzed performance metrics to optimize reach and engagement rates month-over-month.

Contour Faja – Lagos

Social Media Manager | 2022 – 2023

Planned and scheduled daily social media content across multiple platforms.

Coordinated influencer collaborations and promotional campaigns to drive product awareness.

Used analytics to track engagement, refine strategy, and improve conversion outcomes.

Bizarre Clothing – Lagos

Social Media Representative | 2022

Managed posting and customer engagement for brand social pages.

Promoted product launches with creative content and targeted engagement tactics.

Used insights from page data to improve content performance and audience retention.

**Additional Experience**

Created and managed brand dashboards for tracking campaign performance.

Supported administrative and reporting functions using Excel and basic data visualization tools.

Applied growth strategies integrating creativity with analytical insights.

**Education & Certifications**

Cisco Data Analytics Training – Completed 2025

ALX Virtual Assistant Certificate – 2024

Higher National Diploma in Computer Science – 2021

National Diploma in Computer Science – 2016

Technical Proficiency

Tools: Canva, Meta Business Suite, Google Analytics, Excel, Tableau, Power BI

Platforms: Instagram, Facebook, Twitter, LinkedIn, TikTok

References

Available upon request