

Dynamic Senior Social Media Specialist with a proven track record at Molara Foundation, enhancing brand awareness through innovative campaigns and influencer collaboration. Expert in content scheduling and audience engagement, demonstrated by significant online presence growth. Skilled in video editing and social listening, adept at leveraging multimedia production for impactful storytelling. Offering a solid foundation in digital marketing, content creation, and brand storytelling, eager to learn and excel in the fast-paced social media environment. Delivers a keen understanding of trending topics and audience engagement, with adeptness in using social media management tools and analytics. Ready to use and develop strategic planning and creative thinking in the Social media Specialist role.

Experienced with crafting and executing comprehensive social media strategies. Utilizes data-driven insights to enhance engagement and brand loyalty—track record of fostering community growth and maintaining a consistent brand voice across platforms.

Focused experience in overseeing social media marketing for a growing organization. Accomplished in improving lead prospecting, customer acquisition, and brand awareness. Offers top skills in planning and project management.

Creative and well-rounded Social Media Specialist with an excellent eye for detail and a strong understanding of web strategies. Known for fantastic copywriting, brand management, and marketing expertise. Expert in Graphics Designing and Some Tech-Savvy skills. Multilingual social networking professional with proven success generating new leads through dynamic strategies and big data deep dives. Collaborative and hardworking with the dedication to finding the best solutions. Analytical user of data to target specific demographics to boost exposure.

Work History

2023-01 - 2024-12	<div>Senior Social Media Specialist <i>Molara Foundation, California, United State (Remote)</i><ul style="list-style-type: none">Collaborated with cross-functional teams to align social media strategies with overall marketing goals.Spearheaded employee advocacy programs, empowering staff members as brand ambassadors on their networks.Crafted attention-grabbing visual assets using</div>
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Samuel Ogunmilua

Social Media Specialist

Contact

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[Bold Profile](#)

Websites, Portfolios, Profiles

- <https://www.instagram.com/tifedcreator/>
- <https://www.linkedin.com/in/samuel-ogunmilua-80a549230/>

Skills

Social media strategy
Content scheduling

graphic design software, enhancing posts" appeal and shareability.

- Implemented a comprehensive social listening strategy to monitor brand sentiment and respond proactively to customer inquiries.
- Developed a robust online presence by creating and maintaining an active company blog and engaging with industry influencers.
- Enhanced 10 brand awareness by developing and implementing targeted social media campaigns.
- Managed social media accounts for clients, generating interest for existing and upcoming product or service releases.
- Strategized social media campaigns for clients, helping to meet goals and reach untapped potential customers.
- Maintained company's social media presence by posting messages, answering posts, and monitoring responses.
- Conducted thorough competitor analysis to identify opportunities for differentiation and capitalize on emerging trends in the market.
- Leveraged user-generated content for greater authenticity, encouraging customers to share their experiences with the brand online.

2020-01 -
2022-12

Social Media Specialist

OPAY, Lagos, Nigeria

- Managed 8 social media accounts, ensuring timely responses to comments, messages, and reviews for enhanced customer service.
- Conducted daily updates to social media profiles to boost the company's online presence.
- Obtained, attributed, and wrote compelling captions and other text for photos, video, and other graphics for both print and online use.
- Developed monthly content calendars outlining post topics, images, and captions in advance for streamlined scheduling processes.
- Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
- Grew social following by researching trends, identifying influencers, and engaging with

Video editing

Influencer collaboration

Campaign management

Social listening

Audience engagement

Event promotion

Competitor analysis

Hashtag research

Paid advertising

E-commerce integration

Platform expertise

Localization strategies

Multimedia production

Mobile marketing

Software

Adobe Photoshop



ChatGPT



Instagram



Facebook



Tiktok



Google Space



potential partners for promotional activities.

- Strategized social media campaigns for clients, helping to meet goals and reach untapped potential customers.
- Maintained the company's social media presence by posting messages, answering posts, and monitoring responses.
- Managed 10 client social media accounts, generating interest for existing and upcoming product or service releases.

2017-01 -
2019-11

Social Media Marketing Intern

United Bank For Africa, Lagos, Nigeria

- Conducted daily updates to social media profiles to boost company online presence.
- Designed and presented social media campaign ideas.
- Increased brand visibility by crafting and implementing creative social media campaigns.
- Enhanced audience engagement by regularly posting relevant content on multiple social media platforms.
- Improved overall social media presence with consistent branding guidelines across all platforms.
- Collaborated with the 6 marketing teams to develop targeted social media strategies for various demographics.
- Managed 8 customer inquiries and complaints via social media, providing prompt resolutions and excellent customer service.
- Contributed to mock-ups, email campaigns, and social media content.
- Boosted 5 website traffic by creating and sharing engaging blog posts and articles related to the industry.

Education

2013-01 -
2019-08

Bachelor of Science: Physics

University of Abuja - Abuja, FCT, Nigeria

- 4.5 GPA
- SAT 75% Score
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- Degree Awarded with [B.Sc](#)
- Recipient of Vice Chancellors Award Scholarship,
[400 level 2nd Semester](#)