



CONTACTS

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EDUCATION

Alex Ekwueme Federal University Ndufu
Alike(AE-FUNAI), Ebonyi State:
BA – Theatre Arts – 2021

National Youth Services Corps :
Certification of National Service : 2022

Barnabas PRINCESS ONYINYECHI

**Social Media Manager | Content Creator |
Digital Strategist | Content Writer**

PROFESSIONAL SUMMARY

Results-driven Technical content writer and Social Media Manager with over 4 years of experience in crafting compelling content, growing brand presence, and driving engagement. Skilled in content strategy, social media advertising, analytics, and community management. Proven track record of helping businesses increase visibility and revenue through tailored social media strategies. Passionate about helping brands tell their stories, attract ideal customers, and convert engagement into sales.

CORE SKILLS

- Social Media Strategy & Management
- Content Creation & Storytelling
- Social Media Advertising (Facebook, Instagram)
- Community Engagement & Brand Awareness
- Video Editing & Graphic Design (Canva, CapCut, InShot)
- Data Analytics & Performance Reporting
- Customer Support & Reputation Management
- Content Writing & Technical Writing

WORK EXPERIENCE

PBS MEDIA AGENCY (Social Media Manager) (2022 - 2025)

- Manage social media accounts for multiple clients, ensuring brand consistency and engagement growth.
- Create and execute content strategies that align with business goals, resulting in increased brand visibility and revenue.
- Develop high-quality captions
- Analyze social media performance using insights and analytics to optimize content strategies.

FORBIZ MEDIA AGENCY (Social Media Manager). 2024

- Develop and manage social media strategies to increase brand awareness and engagement.
- Create engaging content, including reels, carousels, to drive audience interaction.
 - Monitor analytics and adjust strategies to enhance performance and reach business goals.
 - Collaborate with the marketing team to align digital campaigns with business objectives.

COMPUTER SKILLS

- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel

Social Media Manager & Content Creator for Mrs. Salako. (2024 - 2025)

- Developed content plan showcasing her lifestyle, business journey, and personal experiences.
- Created engaging series, sharing business and life lessons.
- Managed her personal pages, increasing brand visibility and engagement.
- Captured BTS (Behind-the-Scenes) moments to create relatable and engaging content.

Romac Models Modeling Agency (Social Media Manager) (2022 - 2024)

- Managed social media pages, sharing modeling shoot and brand stories.
- Developed content calendars and maintained consistent engagement with the audience.
- Accept bookings from clients.

Just Modeling (Content Writer & Social Media Strategist). (2023 - 2025)

- Created insightful blog-style content and social media posts for aspiring models.
- Developed social media strategies to educate, inform, and engage the modeling community.
- Managed content calendars and ensured consistent engagement with followers.

AnefSelf Care (Content Creator & Social Media Strategist). (2025 - Present)

- Created and managed a consistent 3x daily content schedule (reels + carousels).
- Wrote compelling, storytelling captions to drive engagement and sales.
- Produced targeted content for haircare products like the Fuller Edges Kit and Hair Mask.
- Increased reach and engagement through relatable, sisterly brand voice.
- Led content planning, scripting, and visual direction for campaigns.
- Improved customer interaction and built brand trust through soft-sell strategies.

Content Technical Writer (Market Prime Officials) (2025)

- Develop high-quality technical content, articles, and reports for digital platforms.
- Research and analyze industry trends to create informative and engaging materials.

REFERENCES

Romac Models
(09132919575)