Social Media Manager | Digital Marketing Specialist

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### PROFESSIONAL SUMMARY

Dynamic Online Digital Marketing Strategist with experience designing and managing effective social media campaigns. Skilled in SEO, content creation, data-driven marketing, and customer engagement. Adept at using digital marketing tools and platforms to enhance online visibility and foster community growth. Highly adaptable, proactive, and committed to staying updated with digital marketing trends.

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### EDUCATION

Moshood Abiola Polytechnic – Ogun, Nigeria

**OND, Pharmaceutical Technology** Joseph Ayo Babalola –Osun, Nigeria **B.MLS, Medical Laboratory Science** *(In view)*

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### CERTIFICATIONS

* Virtual Assistant Certificate, ALX Africa (2022)
* Social Media Marketing, Udemy (2021)
* Virtual Assistant Handbook Module 1 [2025]
* Social Media Marketing, Alison [2025]

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***PROFESSIONAL EXPERIENCE***

## Social Media Manager

Heaven’s Residences (Remote) – 2024

* + Managed customer queries and enhanced brand engagement through direct interactions.
  + Designed and executed targeted social media campaigns, increasing brand engagement by 35%.
  + Monitored and optimized campaign performance, leading to a 20% growth in organic reach.
  + Created, scheduled, and managed content across multiple platforms, improving brand consistency.
  + Handled customer queries, enhancing customer satisfaction and retention rates by 30%.

## Social Media Manager

Juban Realty (Remote) – 2024

* + Managed content calendars and coordinated multi-platform campaigns, increasing audience reach by 40%.
  + Engaged with followers to build a loyal online community, boosting follower growth by 50%.
  + Utilized Sprout Social to track performance metrics, optimizing content for higher engagement rates.

## Sales Representative

Only Ayo Furniture Store and Home Decors – 2023

* + Led in-store and social media marketing efforts, increasing foot traffic and online inquiries by 25%.
  + Provided exceptional customer service, improving client retention by 20%.
  + Assisted in branding strategies that resulted in a 15% increase in monthly sales.

## Pharmacy Assistant (Intern)

Nett Pharmaceuticals – 2023

* + Improved customer service and communication, leading to a 30% increase in positive feedback.
  + Assisted in labelling and inventory management, enhancing efficiency by 20%.
  + • Provided customer care services, ensuring accurate prescriptions and improved patient satisfaction

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## VOLUNTEER ACTIVITIES

**Team Lead, State Coordinator** *ALX AFRICA***– 2022 - 2024** *(Ogun State)*

* + Created and managed a WhatsApp group for the ALX Ogun State platform, growing the community to 216 members.
  + Collected and organized member data, including birthdays and profile pictures, to foster engagement.
  + Developed and implemented group activities, such as posting job listings and business pitch opportunities.
  + Led a team that represented ALX at the Ogun Digital Summit 2024, strengthening networking and learning opportunities.
  + Hosted Karibu and Fellows events, facilitating community building and collaboration.
  + Coordinated organizational projects, ensuring 100% adherence to execution timelines.
  + Managed reports and communications between local teams and the executive committee.
  + Led initiatives that facilitated leadership development and digital transformation.
  + Organized webinars and workshops, increasing participation by 60%.

**Secretary,** *Plugging Nigeria* **2020 - 2021** (Ogun state)

* + Collaborated with a team of 4 ambassadors to promote sustainable youth-led recycling initiatives.
  + Spearheaded awareness campaigns, contributing to a 45% increase in plastic bottle recycling.

**Social Media Manager,** *Wave Tribe* **2025 - Present**

* Developed and executed monthly content calendars across Instagram, Facebook, and TikTok to align with brand goals and seasonal campaigns.
* Increased overall engagement rate by 40% within three months through targeted content and interactive posts.
* Created and scheduled posts using Meta Business Suite and TikTok Creator Tools to maintain a consistent brand presence.
* Designed visually appealing graphics and reels using Canva and CapCut to boost reach and save rate.

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### CORE COMPETENCIES

* + Digital Strategy & Campaign Management – Executed high-impact campaigns driving brand engagement and growth.
  + Search Engine Optimization (SEO) – Implemented SEO best practices, increasing online visibility.
  + Social Media Marketing – Skilled in Hootsuite, Sprout Social, and Canva for content creation and scheduling.
  + Analytics & Performance Metrics – Utilized Google Analytics and social media insights for data-driven decisions.
  + Content Creation – Developed compelling multimedia content tailored to audience needs.
  + Customer Relationship Management – Strong customer engagement and issue resolution skills.
  + Technical Proficiency – Microsoft Office Suite, Google Workspace, Canva, Email Marketing, and Graphic Design.

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# INTERESTS

Creative Writing | Content Creation | Singing | Event Planning | Traveling

# LANGUAGES

English – Expert | Igbo – Expert | Yoruba – Conversational | French – Basic

***PROFESSIONAL REFERENCE***

TAMUNO-OMIETE TEKENA LAWSON. P – Freelance/contract based hire [lawson@firstbankgroup.com|](mailto:lawson@firstbankgroup.com)+2348079415982

OLUWANIFEMI JEREMIAH OLUFEMI – Former Client

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