Sisanmi Eduneju

CONTENT CREATOR| SOCIAL MANAGER

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**PROFESSIONAL SUMMARY**

Results-driven social media manager with 3+ years of experience, driving engagement and brand awareness through targeted content strategies. Proven track record of increasing followers by 5500% and boosting engagement by 92%. Expertise in social media strategy, content creation, and analytics.

**CORE COMPETENCES**

- Social media strategy and management

- Content creation and marketing

- Engagement growth and brand awareness

- Google Analytics

- Canva

- StoryChief

- Buffer

- Moz

- Asana

- SproutSocial

- Notion

- CapCut

- Inshot

**RELVANT SOCIAL MEDIA EXPERIENCE**

**CONTENT CREATOR (@Dermaluxxe)**

Ended July 2022

* Developed and executed social media campaigns, increasing engagement by 92% and online sales by 25% in Q4 2022.
* Created and published content (articles, infographics, videos) with over 1000 views in 2 hours, resulting in a 500% increase in brand visibility.
* -Grew fan base from 18 to 1K in 3 months, achieving a 5500% growth rate.

**CONTENT CONTENT**

**WuraSecret’s Hair**

**Ended 2023**

* Boosted social media engagement by 50% through targeted content and hashtag campaigns.
* Collaborated with marketing team to develop content throughout the funnel, resulting in a 20% increase in website traffic.
* Managed social media growth, increasing followers by 200% in 6 months

**OTHER EXPERIENCES**

**CONTENT CREATOR/SOCIAL MANAGER**

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**January 2023 – December 2024(1 year)**

* Developed comprehensive social media strategies, increasing brand awareness by 30% and engagement by 40%
* Created original content (graphics, videos, written posts) that drove a 25% increase in website conversions.
* Managed social media accounts, ensuring consistent branding and messaging, and reducing customer complaints by 15%.

**Content Creator**

**TechPros Naija Tech Academy Company**

January 2023 – June 2023 (6 months)

• Produced educational content for social media platforms, increasing followers by 50% and engagement by 75%.

• Collaborated with industry experts and influencers, enhancing brand credibility and increasing website traffic by 20%.

**Digital marketer**

**Octo5 Real Estate Company**

**January 2024 – February 2025**

• Developed and implemented social media strategies, increasing brand awareness by 25% and lead generation by 30%.

- Created engaging content (property listings, virtual tours, articles) that drove a 20% increase in sales.

**Balanceè**

**Position: Social Media Manager & Content Creator**

**Location: Lagos**

**October 2024 – Present**

**Key Responsibilities:**

• Developed and executed a comprehensive social media strategy to enhance brand visibility and engagement across Instagram, TikTok, and LinkedIn.

• Managed content creation, including customer testimonials, tutorials, valuable tips, and features of Balanceè services and benefits.

• Increased engagement, followers, and sign-ups on the website by creating targeted campaigns and engaging content.

• Analyzed performance metrics to optimize content and improve social media reach, leading to a significant increase in sales.

**Beniemania**

**Position: Content Creator & Community Manager**

**April 2024 – September 2024**

**Key Responsibilities:**

• Designed and implemented a weekly content calendar for social media, focusing on engaging posts, event highlights, and trivia games.

• Managed game night events and developed promotional content to attract and retain community members.

• Increased community engagement by welcoming new members, prompting introductions, and organizing interactive activities.

• Ran successful ad campaigns to encourage registrations for events, resulting in higher attendance and community growth.

**Paytok**

**Position: Social Media Content Specialist**

**March 2023 – January 2025**

**Key Responsibilities:**

• Created and curated content for Paytok’s social media platforms, focusing on educating users about platform features and driving higher engagement.

• Developed strategies to increase user interaction and retention, leading to a more active and engaged online community.

• Collaborated with the marketing team to align content with brand goals, enhancing overall messaging consistency and effectiveness.

**Afropulse**

**Position: Content Creator & Digital Marketer**

**July 2024– February 2025**

**Key Responsibilities:**

• Led content creation initiatives for Afropulse, focusing on digital marketing strategies to grow the brand’s online presence.

• Managed social media campaigns, optimizing content for various platforms to increase reach and audience engagement.

• Analyzed and reported on campaign performance, using insights to refine strategies and achieve better results.

**EDUCATION**

**Bachelor of Education** | global wealth university **2019 - 2023**

Educational planning and management

**TOOLS**

Google Analytics - MailChimp - HubSpot - SEMRush - Airtable - figma

Canva - StoryChief -- Buffer - Moz - Asana - SproutSocial - Notion- CapCut- inshot