## **CLIENT ENGAGEMENT SPECIALIST (SOCIAL MEDIA)**

**Professional Summary**

Versatile and empathetic Client Engagement Specialist with a proven record of managing online client interactions and driving digital engagement.

Experienced in handling high inquiry volumes, creating relatable content, and turning conversations into long-term trust. Strong blend of customer service, storytelling, and digital marketing insight.

### **Core Skills**

* Client communication & lead nurturing
* Social media management (Instagram, Facebook, LinkedIn, TikTok)
* Canva, CapCut, Adobe Creative Suite
* CRM & productivity tools (HubSpot, Notion, Google Workspace)
* Copywriting, caption writing & content scheduling
* Community engagement & feedback collection
* Data tracking and performance reporting

### **Professional Experience**

**Client Engagement & Social Media Assistant**

*Freelance / Contract Roles – Remote*

2022 – Present

* Managed 50–100+ client messages weekly across WhatsApp, Instagram, and email, maintaining a 95% same-day response rate.
* Created and scheduled 4–5 weekly posts using Canva and Meta Business Suite, improving engagement by up to 40% within three months.
* Assisted in developing short-form videos and reels that generated over 10K combined organic views.
* Maintained CRM records for over 200 client interactions, ensuring timely follow-up and conversion tracking.
* Helped collect & organize testimonials that were later used in paid social ads and website updates.

**Customer Support & Digital Communications Intern**

*Engel Marketing & Consulting Firm – Remote*

2021 – 2022

* Supported customer response and inquiry resolution with a 90% satisfaction rate based on follow-up surveys.
* Helped manage social media pages with a combined audience of 15K+, contributing to a 25% growth in follower count during the internship.
* Designed simple marketing flyers and infographics used in three digital campaigns.
* Monitored post performance & presented weekly engagement reports to the marketing team.

### **Education**

Bachelor’s Degree in Communications

University of Lagos, Yaba

### **Reference**

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