

JENNIFER OKONKWO

SOCIAL MEDIA MANAGER

PROFESSIONAL SUMMARY

Creative and data-driven Social Media Manager with proven experience in building strong brand presence, driving engagement across platforms. strategy development, analytics, and influencer collaborations, with a sharp eye for storytelling and aesthetics. Passionate about leveraging digital platforms to connect brands with audiences, boost awareness, and increase conversions. Adept at balancing creativity with business objectives.

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orchid road Lekki

EDUCATION

Bachelor's degree in Biochemistry

- Additional Certifications:
 - Udemy Social Media Marketing Professional

RESEARCH EXPERIENCE

Royal knight Logistics- 2022

- Researched trends, hashtags, and competitors to inform content strategy.
- Supported senior marketers in running Facebook and Instagram ad campaigns.

PROJECTS

Freelance | Royal knight logistics | NYSC Lagos Camp , Nigeria | 2022 till date

- Developed and executed tailored content strategies for clients across TikTok.
- Boosted organic reach by 40% within three months for clients by leveraging trending audio, reels, and hashtags.
- Managed paid ad campaigns that resulted in an increase in website traffic by 55% .
- Collaborated with photographers, graphic designers, and influencers to produce high-quality branded content.
- Analyzed insights weekly to optimize posting schedules and content type, ensuring continuous audience growth and engagement.

Core Skills

- Social Media Strategy
- Influencer & Community Management
- Trend Spotting & Viral marketing
- Email & Newsletter Marketing Integration
- Strong Communication & Collaboration Skills

KEY ACHIEVEMENTS

- Successfully tripled engagement rate for a lifestyle brand within 6 months.
 - Built a personal brand as a creative storyteller and actor, which translates into strong visual and narrative skills for digital marketing.
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