

CLIENT ENGAGEMENT SPECIALIST (SOCIAL MEDIA)

Professional Summary

- Proactive and customer-focused Client Engagement Specialist with over 4 years of experience managing social media engagement, client relations, and digital communications for international brands.
- Adept at combining empathy and strategy to deliver exceptional online experiences.
- Skilled in creating engaging content, managing inquiries across platforms, and strengthening client relationships that drive retention and satisfaction.
- Known for professionalism, attention to detail, and a people-first communication style.

Skills

Client Communication & Support	Social Media Engagement & Moderation
Digital Marketing & Brand Storytelling	Complaint Resolution & Reputation Management
Strong Attention to Detail	Content Creation (Graphics, Reels, Blogs)
Organizational & Time Management Skills	Customer Relationship Management (CRM Tools)
Community Building & Lead Nurturing	Strong Verbal & Written Communication (English + Local Languages)
Trend Analysis & Social Media Reporting	Copywriting & Campaign Messaging
Confidential Data Handling	Canva, CapCut, Meta Business Suite
Google Workspace, Mailchimp, Hootsuite	Google Workspace, Microsoft Office
Upselling & Cross-selling Techniques	Simple Tech Tasks & Process Updating
Trello, Notion, Zoho CRM	

Professional Experience

Client Support & Sales Associate (Contract), <i>Lady With A Bucket – Cleaning Company (Australia)</i>	04/2025 – 07/2025 Remote
<ul style="list-style-type: none">• Managed client inquiries via email, WhatsApp, and Instagram, ensuring prompt, professional responses.• Closed a deal worth A\$3,600, demonstrating strong communication and negotiation skills.• Maintained client data, follow-ups, and reports in compliance with confidentiality standards.• Improved lead response time by 25% through proactive outreach and scheduling optimization.	
Social Media Manager, Adaline Lagos & Lickfinger Foods	09/2024 – 05/2025 Remote
<ul style="list-style-type: none">• Built brand engagement through personalized customer replies, Q&A sessions, and real-time feedback.• Developed social media calendars aligned with marketing and community growth goals.• Created branded visuals and videos using Canva and CapCut to increase organic reach by 25%.• Maintained clear communication logs and follow-ups with influencers and brand partners.	

Social Media Manager, Mire Jane UK <ul style="list-style-type: none"> Handled direct customer communication, DMs, and feedback via Instagram and Facebook. Created engaging short-form videos and testimonial posts that built trust and community engagement. Increased engagement rate by 30% and boosted follower loyalty through interactive campaigns. Collaborated with marketing teams to align content with brand tone and audience interests. 	03/2023 – 03/2025 Remote
Social Media & Marketing Associate, SkyShop Worldwide <ul style="list-style-type: none"> Managed customer messages and feedback across multiple platforms (Instagram, Twitter, email). Produced campaign content that generated a 45% growth in online followers and boosted inquiries. Collaborated with logistics and sales teams to ensure timely customer communication. Tracked analytics and optimized engagement strategies based on performance data. 	08/2023 – 12/2024 Remote
Digital Marketing Officer, PayMonthly <ul style="list-style-type: none"> Responded to customer inquiries and maintained professional correspondence with partners. Developed email campaigns and follow-up workflows that improved conversion rates by 30%. Managed CRM entries and handled confidential customer data securely. 	04/2024 – 06/2024 Remote
Digital Marketer / Virtual Assistant, Upwork <ul style="list-style-type: none"> Delivered customer-facing support and engagement services for global clients. Managed social media campaigns, handled inquiries, and nurtured leads into long-term clients. Maintained CRM records, analytics dashboards, and reports to improve service quality. 	01/2021 – 11/2024 Remote
Social Media & Marketing Assistant, Dayo Adetiloye Business Hub <ul style="list-style-type: none"> Supported client communications and onboarding for business mentorship programs. Drafted campaign posts and managed ad comments, improving engagement quality. Organized client data and reports to support the marketing department. 	02/2021 – 07/2021 Remote

Education

B.Sc. Biochemistry, Obafemi Awolowo University	05/2014 – 10/2019 Ile-Ife, Osun State., Nigeria
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Certificates

Digital Marketing Certified Hubspot Academy (2024)	Social Media Marketing II Certified Hubspot Academy (2023)	Certified Digital Marketer Google (2021)
B.Sc. Biochemistry Obafemi Awolowo University (2019)	The High Level Social Media Management University of Social Media (August 2024)	Certificate of National Service National Youth Service Corps (2021)
Virtual Assistance Skills in the Digital Age ALX (2024)	Email Marketing Certified HubSpot Academy (2023)	Customer Support Fundamentals Coursera (2023)
Canva Design School Certificate Canva	Inbound Certified HubSpot Academy (2023)	

Additional Skills

- Strong Analytical & Problem-Solving Skills
- Fluent in English and Pidgin; strong interpersonal communication
- Creative storyteller passionate about community engagement and client satisfaction
- Empathetic communicator with excellent active listening skills
- Highly organized, detail-oriented, and adaptable to remote work environments
- Fluent in English and Pidgin; strong interpersonal communication

References

Chisom Owolabi, *Founder*, Mire Jane Limited
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