**CLIENT ENGAGEMENT SPECIALIST (SOCIAL MEDIA)**

**PROFILE**

I am a thoughtful and people-loving digital communicator who enjoys helping others feel seen and understood. I started my journey in 2023 by experimenting on my own page, learning every day, and growing through practice. Since then, I have managed different brands with care, built close communities, handled client conversations with calmness, and helped pages grow by creating simple, relatable and honest content. I work with intention, clarity and warmth.

**EXPERIENCE**

**Social Media Manager**

**Personal Brand | 2023 – Present**

I began by learning through real practice, following courses, testing ideas, staying consistent and growing an audience that connected with my voice. I created content, managed comments, answered messages and learned how to keep people engaged without losing the human touch.

**Social Media Manager**

**Fashion Brand | 2024 – 2025**

I worked with an international fashion brand that needed both visibility and a stable relationship with their clients. I handled their customer conversations, made sure orders were communicated clearly and kept the tone warm. I created posts that reflected their style and supported their growth.

**Social Media Manager**

**Christian Family Brand | 2024 – 2025**

I helped build a gentle, close-knit online family by managing their daily posts, guiding conversations and supporting people in the WhatsApp community. I focused on clarity, kindness and messages that touched people in simple ways.

**Community Manager and Social Media Manager**

**Tech Skills Brand | 2024 – 2025**

This brand wanted to empower people with digital skills. I managed their community from the early stage by being present, answering questions, creating supportive content and helping learners stay motivated. The group grew into an active community with real connection.

**Social Media Manager**

**Short Projects and Small Brands | 2023 – 2025**

I helped grow different accounts including moving a TikTok page from 1,000 to over 10,000. I created relatable videos, wrote simple captions and paid attention to what people responded to.

**EDUCATION**

B.A. English and Literary Studies

University of Nigeria, Nsukka

**CERTIFICATIONS**

Social Media Marketing (HP Life)

Email Marketing (eMarketing Institute)

**SKILLS**

Client communication

Community building

Social media management

Relatable content writing

Short-form video creation

Insight reading and improvement planning

Warm and calm customer support

Content planning

**TOOLS**

Canva

CapCut

Pixel Lab

Meta Business Suite

Google Workspace

Youtube Studio

Tiktok Studio

**LANGUAGES**

English (Fluent)

Igbo (Fluent)

**REFERENCE**

Professional Reference

Email: flourishamethyst@gmail.com

Phone: 09075435806, 09025783890