

EMMANUEL TIMON OJIMBA

SOCIAL MEDIA EXPERT

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SUMMARY

Social Media Strategist with a proven track record of 9 years in driving page visibility and engagement across various platforms. Successfully elevated an instagram page from 25K followers to 94K followers in a fortnight through strategic content planning. Committed to staying ahead of trends to maximize the impact of social media campaigns. Proficient in leveraging data-driven insights to create impactful content strategies. Let's connect and explore how I can elevate your brand's digital presence.

AREAS OF EXPERTISE

- **Social Media Management** - Proficient in the use of Instagram, Facebook, Tiktok, Twitter, YouTube, LinkedIn, Threads, Meta Business Suite and Buffer
- **Social Media Marketing and Advertising** – Proficient in the use of Facebook Ads, Instagram Ads, Tiktok Ads, Twitter Ads, LinkedIn Ads, Google Ads, YouTube Ads, Google Analytics, Meta Ads Manager
- **Video Editing** - Proficient in the use of Video Editing tools like CapCut, Filmora, InShot and Splice
- **Graphic Design** - Proficient in the use of Graphic Design tools like Canva and Adobe Express
- **Content Writing** - Proficient in the use of Microsoft Word, ChatGPT, Grammarly and CopyAI
- **Microsoft Office** - Proficient in the use of Microsoft Excel, Microsoft PowerPoint and Microsoft word

WORK EXPERIENCE

MARKET MASTER USA *(Social Media Executive)*

May 2024 – Present

- Content Strategy - Developed and implemented a personalized content strategy that doubled reach in less than two months.
- Graphic Design - Utilized Canva to create social media graphics, logos for branding, product photo designs, PowerPoint slides, magazine ad designs and T-shirt designs.
- Video Editing - Edited social media videos using CapCut, produced promotional videos for UrCalls and created Mental Health Explainer videos for YouTube.
- Scheduling & Content Calendar - Scheduled posts in batches in accordance with the content calendar, ensuring consistent and timely content delivery.
- Content Writing - Utilized ChatGPT to craft engaging write-ups for social media and draft blog posts on trending topics.

DRACONA STUDIOS USA *(Social Media Director)*

August 2024 – October 2024

- Content Strategy & Analytics - Developed and implemented a personalized content strategy that increased reach by more than 80% for all social media pages including the discord server. Regularly analyzed insights to optimize the strategy.
- Graphic Design - Designed multiple game graphics for the social media pages using Canva.
- Video Editing - Edited social media videos using CapCut and produced promotional videos for Fusion Fighters Sci-Fi game.
- Trend Research – Continuously monitored and incorporated emerging trends to keep content fresh and relevant.
- Scheduling & Content Calendar - Scheduling multiple contents in bulk using Buffer, ensuring alignment with the content calendar.
- Event & Social Media Marketing - Increased brand awareness through targeted advertising campaigns for the Pax West 2024 Gaming Convention and for the launch of Fusion Fighters on Kickstarter.
- Page Optimization – Enhanced the visual appeal of all social media pages, leading to higher follower conversion rates. Incorporated specialized niche keywords to improve page visibility.

- Content Writing - Used ChatGPT to draft audience-specific copies for each social media post.

CARLITO CUBANA (*Social Media Consultant*)

January 2021 – May 2024

- Content Strategy and Analytics – Increased follower count by 50% by developing a comprehensive content strategy that aligned with the overall business goal of brand awareness and analyzed results to make necessary changes using Instagram Analytics.
- Page Optimization – Integrated Brand Colours and Niche SEO Keywords to enhance the visual appeal and relevance of the instagram page respectively, in order to create an engaging experience for Profile Visitors to become Followers.
- Event Marketing and Paid Advertising – Leveraged cost-effective tactics on Instagram to run advertising campaigns for the successful launch of the Odogwu Bitters Herbal Drink while tracking key metrics and making adjustments using Meta Ads Manager, thereby drawing a large crowd on opening night.
- Video Editing - Successfully used CapCut in the editing of the promotional videos for the Grand Opening of Carlito Cubana and the launch of Odogwu Bitters Herbal Drink.

SPROUT ARENA (*Social Media Coordinator and Coach*)

August 2015 – October 2023

- Explosive Content Strategy – Successfully propelled the instagram page from 25K followers to 94K followers in just two weeks with 10+ viral reels of over 1million plays each; thereby achieving a Top 3 Teen page status in Nigeria.
- Influencer Marketing – Leveraged my network with 40+ micro influencers to strategically cultivate meaningful partnerships with key influencers, resulting in a substantial surge in brand awareness and engagement.
- Graphic Design - Utilized Canva to create visually appealing graphics to promote online influencer training campaigns, with a massive turn-up of 400+ aspiring influencers in less than a week.
- Scheduling & Content Calendar – Effectively used Meta Business Suite to create an organized content calendar for scheduling and planning instagram contents in advance.
- Content Writing – Effectively exploited the AI capabilities of ChatGPT as a powerful tool to create engaging Instagram SEO write-ups across diverse niches like Fashion, Cosmetics, Food and Jewelry.

EDUCATION AND TRAINING

FEDERAL UNIVERSITY OF TECHNOLOGY OWERRI

November 2015 – January 2022

Bachelor's Degree in Petroleum Engineering

LINKEDIN LEARNING

November 2020

Advanced Content Marketing, Advertising on Instagram, Project Management and Email Marketing
Certifications

HUAWEI TECHNOLOGIES

September 2020

Routing & Switching Certification