

## Client Engagement Specialist (Social Media)

### PROFESSIONAL SUMMARY

I am a results-driven social media and client engagement manager with over 3 years of experience in content strategy, audience engagement, and stakeholder engagement to strengthen brand presence and client satisfaction.

### SKILLS

Project Management | Data Analysis | Research | Copy Writing | Canva | CapCut | Google G-Suite | MS suite | Social media management (X, LinkedIn, IG, TikTok etc.) | Collaboration | Communication | Teamwork | Digital Marketing | Content Creation | Mobile video and picture editing

### WORK EXPERIENCE

#### Customer Relations Manager

06/2024 – 04/2025

##### Funbi Medical Services

- Served as a liaison between patients and internal teams, advocating for their needs and ensuring prompt, effective resolution of inquiries, feedback, and service-related concerns through proactive communication, leading to a 30% decrease in patient waiting time.
- Oversaw end-to-end customer service and communication workflows, coordinating cross-functional efforts to deliver prompt, transparent, and customer-focused support that enhanced brand reputation and loyalty.
- Managed complex patient cases and coordinated with relevant departments to ensure a smooth, personalized, and satisfactory patient journey across multiple service levels.
- Ensured compliance with communication standards, data privacy, and health guidelines across all customer-facing activities to uphold trust and credibility.
- Led customer engagement and retention initiatives through targeted campaigns for special health related issues, social listening, and continuous service improvements, directly contributing to business growth and community expansion.
- Conducted monthly performance reviews to identify trends and implement data-driven strategies for enhancing the overall patient experience.

#### Social Media Team Lead

10/2022 – 12/2023

##### Beyond the Past Mental Health Foundation

- Curated and managed monthly content calendars to align digital storytelling with the organization's mission, campaigns, and community engagement goals, thereby achieving 40% consistent growth within the same year.
- Led and coordinated a team of content creators, ensuring timely development and delivery of impactful multimedia content across all social media platforms.
- Assigned roles and responsibilities within the team, provided creative direction, and monitored performance to maintain quality and consistency in messaging.
- Collaborated with other department leads to align communication strategies with broader organizational objectives and ensure cohesive campaign execution.
- Designed and launched a Mental Health Challenge Campaign in February 2023, including a digital activity chart and interactive online survey to measure audience engagement. Rewarded the participant with the highest engagement, resulting in increased online participation and improved mental health awareness across the community by up to 65%.
- Oversaw daily financial documentation, including sales tracking and expense management, to support organized and transparent business operations.

**Client Engagement Manager**

**Hiszzy Photography Studios**

- Managed a dynamic calendar of client bookings, photo shoots, and events, ensuring efficient scheduling and a seamless customer experience from inquiry to delivery.
- Delivered warm, professional client interactions across in-person and digital touch points, fostering lasting relationships and promoting brand loyalty.
- Communicated service offerings, package options, and session details with clarity and enthusiasm, enhancing client confidence and satisfaction.
- Ensured timely editing, delivery, and presentation of client photos, driving positive post-service experiences and repeat business.
- Managed the studio's social media presence, responding to client inquiries online, and promoting ongoing projects to expand brand visibility and community engagement.

**CERTIFICATIONS**

Customer Relationship Management | Microsoft Office | Digital Marketing and Content Creation

**EDUCATION**

**Bachelor of Science** – Food Science and Technology

**07/2023**

**Obafemi Awolowo University**

**REFERENCE**

Mrs. Temitope Fakayejo

Legal Practitioner

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