

A social Media Manager and SEO Strategist with proven experience growing online visibility and engagement. Skilled in content strategy, ad campaign management, and community building. Passionate about turning digital attention into measurable business growth.

## SOCIAL MEDIA MANAGER|SEOSPECIALIST

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## EXPERIENCE

### **Social Media & Sales Assistant – Myskin Essential (Skincare Brand) (2024- Present)**

I created engaging skincare content strategy for Instagram and TikTok to drive brand awareness and sales. Responded to customer inquiries and guided them on product usage, boosting satisfaction and retention. Supported promotional campaigns that increased social media engagement by 70%, Edited videos and contents to be posted on the page with captivating intros. Using canva I created uniques graphics for the brand. In general increasing optimizing hashtags and increasin the brands visibility overtime.

### **SOCIAL MEDIA & SALES MANAGER – GEMSO FJAY (JEWELRY BRAND) (APRIL 2024- FEB 2025)**

I started a jewelry brand page from scratch, handling branding, marketing, and customer service. Drove sales through Instagram and TikTok ads, achieving high engagement using ads manager/ meta business Made graphic designs for the brand, throughout my work period with them. Developed brand identity and content strategy that sold out best-performing collections. Created engaging contents , replied and engaged with customers during work hours.

### **ADS STRATEGIST/ CONTENT UPLOADS – Prince ShotIt (Photography Brand) FREELANCE**

Assisted in photography content planning, styling, and editing for social media campaigns. Engaged with clients online, managing bookings and responding to inquiries. Supported brand growth by creating visually appealing posts that attracted new customers. Used the meta business app to create ads that's converted to page engagements/inquiries and booking Increased WhatsApp clicks through compelling ad copy and storytelling visuals on the content page,.

### **whatsApp Customer Representative /SM Manager – Mebi Hairs (May 2025 - Sept 2025)**

Managed daily customer inquiries and sales conversions through WhatsApp, maintaining a professional and friendly tone. Assisted customers with product selection, order placement, and after-sales support. Maintained long time clients. Gave good business improvements from what i encountered during being a representative. on Instagram I managed posts, story posts, optimized hashtags, gave content ideas, ran 75% converted ads engaged in social media community.

### **SOCIAL MEDIA MANAGER/CONTENT STRATEGIST - BUBES BISTRO (TikTok)**

I started the tiktok page from scratch, aside from being active on the page 24/7 I sent content ideas, made uploads with good hashtags , set up the search engine for his brand to always pop up once a food brand in the location is needed.

i increased reach overtime and recorded several videos that went viral.Closed deals and attended to customers when need be.

## EDUCATION

### BACHELOR OF SCIENCES (Bs.c) IN BIOCHEMISTRY

Enugu State University Of Science and Technology.

## CERTIFICATIONS & TRAINING.

- SEO and Social Media Marketing ; Coursera
- Meta Blueprint : Facebook & Instagram Advertising (Training Completed).
- Google Digital Marketing; Fundamentals of Digital Marketing (Certified)
- Hootsuite Academy ; Social Media Management Essentials (Training Completed)

## SKILLS

- Sponsored Ads (Instagram & TikTok) Content editing
- Brand Visibility & Growth Strategy
- SEO Strategy & Optimization
- Social Media Campaign Planning
- Facebook & Instagram Advertising
- Content Marketing & Copywriting
- Social Media Analytics & Reporting
- Brand Voice Development & Community Management
- Graphic Design Audience Engagement Trend

## TOOLS

- Meta Ads Manager •TikTok Ads Manager •Canva
- CapCut
- InShot
- Google Drive •GoogleAnalytics •Instagram Insights
- Notion
- Brand watch
- TikTok Analytics