



Opawole Racheal

Social Media Manager

Contact

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📍 Nigeria

Education

BSc Sociology
University Of Ibadan
2018 - 2024

Skills

- Content Planning & strategy
- Social media marketing
- Graphic Design
- Community Management
- Content Creation
- Copywriting & Captions
- Analytics & Reporting
- Trend Spotting
- Persuasive Communication
- Product Knowledge
- Active Listening

Language

English

Yoruba

About Me

I'm a creative storyteller and social media manager with 2+ years of experience who loves helping brands show up authentically online. Over the past 6 years, I've worked with businesses in tech, fashion, education, and healthcare, creating strategies that boost engagement and attract the right audience. I enjoy transforming ideas into engaging content, staying current with trends, and fostering online communities where businesses and customers connect.

Work Experience

July 2025 - September 2025
Sproque Digital Agency

Social Media Manager

- Managed and scheduled content across multiple platforms using the Content Management Spreadsheet.
- Ensured accuracy, timely posting, correct client attribution, and platform alignment.
- Supported additional tasks related to social media management and client engagement.

Oct 2024 - Feb 2025
Determinas Technologies

Social Media Manager

- Manage and monitor social media accounts to ensure a positive brand image and respond to customer inquiries.
- Monitor key metrics and performance to identify trends and opportunities for improvement.
- Develop and implement a social media strategy to increase followers and engagement.
- Coordinate with designers, writers, and videographers to create high-quality social media content.

Mar 2017 - Feb 2022
Ennzo Stores

Sales Representative

- Trained new sales professionals and provided coaching as needed to maintain company sales success.
- Developed systems that streamline sales processes, yielding a 150% increase in productivity.