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Result driven and creative Social Media Manager and Content Creator with a proven track record of driving engagement, building brands, and delivering results across multiple industries. Experienced in developing and executing content strategies, managing online pages, including Instagram, Facebook, Tktok, LinkedIn, Youtube and Websites. Great at crafting engaging and compelling content for various target audience. Skilled at using data analytics to make informed decisions, strategies, and enhance performance. A n excellent communicator and team player with proper understanding of digital marketing trends and social media trends. Committed to helping brands build and grow their online presence, generate leads and build a strong customer base.

## TECHNICAL SKILLS

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- Storytelling and script analysis
- Social media management tools (Hootsuite, Buffer)
- Photo and Video editing
- Analytics tools (Google Analytics, Meta Insights)
- Graphics design and copywriting
- SEO optimization and social media advertising including Facebook and Instagram ads.
- Voiceover recording and narration techniques

## SOFT SKILLS

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- Creativity and innovation
- Teamwork and collaboration
- Time management
- Problem Solving
- Critical Thinking
- Attention to Details
- Storytelling ability
- Customer relationship management

## PROFESSIONAL EXPERIENCE

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**Social Media Manager/Content Creator**  
**Silver Eagle Limited (Contract)**

**Sept. 2024- present**

- Developed and executed content strategies to promote products and attract international clients.
- Designed high-quality posts, including flyers, reels/videos that showcased the company's products and services, top partners including ShopRite, Pick n Pay, and others.
- Managed the company's social media accounts, including Facebook, Instagram, and LinkedIn. Built connections on LinkedIn and generated leads.
- Coordinated with sales and product teams to ensure accurate product representation online.
- Generated leads and boosted company's social media presence through targeted ads, and also expanded the company's reach.
- Positioned the brand for international brands, and helped them secure international clients from Turkey, Dubai, and China.

**Social Media Manager/Content Creator**  
**Dream Global Education Consultancy LTD**

**Feb. 2023-Dec. 2024**

- Created and implemented social media strategies to promote study abroad programs and increase brand awareness.
  - Designed engaging content (videos, infographics, and flyers/posters, brochure ) tailored to prospective international students.
  - Managed company's Facebook, Instagram and YouTube channel.
  - Managed and grew social media platforms, increased followers, and generated leads through social media ads.
  - Developed contents highlighting student testimonials, visa tips, and academic opportunities.
  - Collaborated with academic advisors to produce accurate and impactful and updated information.
  - Analyzed content performance using tools like Google Analytics and Hootsuite, making data-driven improvements.
  - Provided guidance for students, for school application, visa applications, academic cv and sop writing.
  - Handled customer inquiries and feedback on social media to improve brand reputation and customer satisfaction.
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**Media Presenter/Cpoywriter**  
**Citi Buildings Limited**

**Sept. 2023 - Dec. 2024**

- Hosted live events, red carpet sessions, and property tours, showcasing new projects and building brand trust with potential clients.
- Wrote persuasive copy for property listings, advertisements, newsletters, and website content, driving lead generation.
- Collaborated with the creative team to develop marketing campaigns for properties, including land and houses.
- Produced and presented engaging videos and live streams highlighting investment opportunities in real estate.
- Conducted interviews with developers, clients, and stakeholders to create content that resonated with a wide audience.
- Managed the company's YouTube channel and created video scripts that simplified complex real estate concepts for viewers.

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**EDUCATION AND TRAINING**

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**B.A Linguistics**  
University of Uyo, Akwa Ibom State, Nigeria

**Sept. 2017 - April 2021**

**Social Media Marketing**  
Stargirl Academy

**Aug. 2024 - Sept. 2024**

**Google Data Analytics**  
Cousera

**April 2021 - Aug. 2021**

**Meta Marketing Analytics**  
Cousera

**Jan. 2020 - Mar. 2020**