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PROFESSIONAL SUMMARY

Creative and data-driven Social Media Manager with 2+ years of experience developing and executing digital strategies that boost brand awareness, engagement, and community growth. Skilled in content creation, analytics, and social media advertising across Instagram, Facebook, LinkedIn, and TikTok. Adept at managing campaigns end-to-end, from ideation to performance tracking, and collaborating with cross-functional teams to deliver measurable results. Passionate about leveraging storytelling, trend analysis, and digital tools to position brands competitively in global and local markets.

CORE COMPETENCIES

- Social Media Strategy & Campaign Management
- Content Creation & Storytelling (Graphics, Captions, Blogs, Newsletters)
- Community Engagement & Influencer Collaboration
- Analytics & KPI Reporting (Engagement, Reach, Conversion)
- Paid Advertising (Facebook Ads, Instagram Ads, Google Ads Basics)
- SEO & Hashtag Optimization
- Digital Tools: Canva, Hootsuite, Buffer, Meta Business Suite, Google Analytics
- Cross-Team Collaboration & Virtual Coordination
- Trend Analysis & Audience Research
- Strong Written & Verbal Communication

PROFESSIONAL EXPERIENCE

INSYT FAMILY CARE, OAKLAND, CA (May 2023 – Present)

SOCIAL MEDIA MANAGER

- Launched targeted social campaigns that boosted online engagement by 40% within 6 months, improving community interaction across Instagram and Facebook.
- Designed and distributed branded graphics, captions, blogs, and newsletters, achieving a consistent content calendar with 98% on-time publishing rate.
- Grew Instagram followers by 25% in 5 months through hashtag optimization, influencer collaboration, and interactive content (polls, quizzes, reels).
- Coordinated virtual consultations and streamlined digital communication, reducing appointment no-shows by 20%.
- Partnered with cross-functional teams to align campaigns with organizational goals, contributing to a 15% increase in patient inquiries from social media channels.

GLOBAL LOCAL GOURMET, JAMAICA (June 2022 – August 2023)

SOCIAL MEDIA MANAGER

- Developed a customized content strategy that expanded audience reach by 30% across Facebook and Instagram within 3 months.
- Created interactive posts and storytelling campaigns that increased average post engagement rate by **35%**.

- Executed an email marketing campaign that lifted open rates by 15% and click-through rates by 10%, driving higher website traffic.
- Introduced seasonal and cultural content ideas, resulting in a 20% boost in brand mentions and shares.
- Enhanced customer satisfaction by responding to inquiries within 24 hours, improving brand trust and loyalty.

DIGITAL WITCH COMMUNITY (December 2022 – April 2023)

VIRTUAL ASSISTANT INTERN

- Designed and maintained digital candidate tracking sheets in Google Sheets, reducing data retrieval time by 30% during recruitment simulations.
- Coordinated mock interviews and schedules using Slack and Google Calendar, achieving 100% scheduling accuracy in training projects.
- Drafted professional job descriptions and candidate outreach templates that improved communication clarity by 20% (trainer feedback).
- Earned a Virtual Assistant Certification, demonstrating proficiency in digital reporting, remote collaboration, and data management tools.

EDUCATION

- Crawford University: **B.Sc. Computer & Technology (In View)**

CERTIFICATIONS

- **Virtual Assistant Certification:** Digital Witch Community

PROFESSIONAL REFERENCE

Mckenzie Ubani -
09138309000