**ELIZABETH ADEGBOYE. T**

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**PROFESSIONAL SUMMARY**

Creative and results-driven Content Manager with experience in building and executing content strategies that drive engagement, expand digital presence, and strengthen brand identity. Skilled in storytelling, campaign management, and social media growth with a strong ability to create content that resonates with target audiences. Adept at managing end-to-end content projects, collaborating across teams, and leveraging analytics to optimize performance. Passionate about transforming ideas into impactful digital experiences that elevate brand visibility and business growth.

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**EDUCATION & CERTIFICATIONS**

▪ **B. A Sociology May 2015 – November 2019** University of Ibadan, Oyo State, Nigeria (Graduated with First Class Honor)

▪ **Product Design June 2021 – December 2021** Innkeeper Academy, Lagos State, Nigeria

▪ **A+ N+ networking (Cyber Security) June 2023 – September 2023** NIIT Fortesoft, Lagos State, Nigeria

▪ **Soft Skills June 2023 – September 2023** W.A.V.E Academy, Lagos State, Nigeria

**PROFESSIONAL EXPERIENCE**

**Freelance Social Media & Content Creator**

**Self-Employed | January 2025 – Present**

**Clients: NsisongLabs, Daystar,Trygetseen, Thechillians**

•Developed and executed engaging social media content

strategies tailored to each brand’s audience and goals.

•Produced high-performing Reels and ad videos that

increased reach and boosted engagement across Instagram and

TikT ok.

•Created visually compelling and brand-aligned content,

including product showcases, brand storytelling, and

user-generated style campaigns.

•Collaborated closely with brands to drive marketing

objectives, improve online visibility, and enhance audience

interaction.

•Managed content calendars, performance tracking, and

reporting for consistent campaign optimisation

**CONTENT MANAGER January 2024 – December 2024** PRMP Digital

* Strategically oversee and administer social media accounts for multiple brands, meticulously curating content calendars and implementing tailored strategies to optimize brand visibility and engagement.
* Creatively conceptualize and produce compelling organic social media content for brands under management, ensuring alignment with brand identity and messaging while leveraging industry trends and audience insights to maximize impact.
* Drive measurable growth of social media pages for brands through innovative tactics and campaigns, employing data-driven approaches to consistently expand audience reach and enhance brand recognition.
* Stay abreast of emerging trends and best practices in social media marketing, continuously innovating and adapting strategies to maintain competitive advantage and drive sustained growth for brands in dynamic digital landscapes.

**PRODUCT DESIGNER & CUSTOMER SERVICE REPRESENTATIVE March 2020 – December 2023** Kobo360

* Utilized comprehensive research methodologies to discern and prioritize user requirements, facilitating the creation of designs tailored to optimize the overall user experience.
* Executed the development of prototypes and wireframes, employing industry-leading tools and methodologies to effectively visualize and rigorously test design concepts prior to implementation.
* Fostered seamless collaboration within cross-functional teams, engaging closely with developers, fellow product designers, project managers, and stakeholders. This collaborative approach ensured a harmonious and streamlined product development lifecycle, guaranteeing the delivery of solutions that exceeded expectations and drove success.
* Expertly handle and promptly respond to inquiries and customer queries with professionalism and precision, ensuring exceptional service delivery and customer satisfaction.
* Serve as a knowledgeable resource, providing accurate and comprehensive information to truck drivers, empowering them with the insights needed to navigate effectively within the company's ecosystem.
* Provide proficient technical support, adeptly resolving issues and addressing complaints with tact and efficiency, thereby upholding the company's reputation for excellence in customer service.

**VOLUNTEER EXPERIENCE**

**CONTENT CREATOR & COMMUNITY MANAGER July 2023 – October 2023** Lavelle

* Proactively fostered engagement within the Slack and WhatsApp communities through strategic initiatives such as thought-provoking discussions, dissemination of valuable content, facilitation of question-and-answer sessions, and the implementation of polls and surveys designed to elicit meaningful feedback.
* Oversaw the end-to-end process of content creation, from conceptualization to production and distribution, ensuring alignment with brand objectives and maintaining a consistent brand voice across all social media platforms.
* Vigilantly monitored and managed various social media channels, adeptly responding to inquiries and comments while actively engaging with the community to cultivate a vibrant online presence.
* Employed data-driven insights to meticulously analyse and report on social media performance, leveraging metrics to refine strategies and optimize engagement levels, ultimately driving tangible business results.
* Established and enforced community rules and guidelines, fostering a positive and inclusive environment conducive to meaningful interactions and mutual respect among community members.

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CORE COMPETENCIES

* Active listening
* Effective communication
* Interpersonal skills
* Content Research & Development
* Technical proficiency
* Prototyping
* Google Adwords
* Product knowledge

SKILLS AND EXPERTISE HIGHLIGHT

* Social media proficiency
* Effective Project Management
* Cross-Functional Team Collaboration
* Customer service and Time management skills
* Product & Graphic design
* Keyword research