

Anditung Esther Apana

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Objective

Results-driven Senior Social Media Manager with over 8 years of experience in developing and executing comprehensive social media strategies that drive business growth, engagement, and brand awareness. Proven track record of leveraging social media platforms to achieve marketing objectives, build brand reputation, and foster customer loyalty. Skilled in creating engaging content, managing social media campaigns, analyzing metrics, and leading cross-functional teams., I excel in driving social media initiatives that align with business goals and objectives.

Experience

- Beesline Nigeria - Remote** August 2023 - March 2025
Digital Marketer/Social Media Manager
 - Strategy Development*: Develop and implement comprehensive social media strategies that align with business goals, focusing on brand visibility, audience growth, and engagement across platforms (80% Excellent rate)
 - Content Creation: Create, curate, and manage published content that reflects the brand's voice and resonates with the target audience, including graphics, text posts, and videos (85% Excellent rate)
 - Community Management: Monitor, listen, and respond to audience comments and messages, cultivating meaningful interactions that build community and drive customer engagement and loyalty (90%)
 - Analytics and Reporting: Analyze key metrics using analytics tools to boost sales, track engagement rates, reach, and conversions, and provide data-driven insights and recommendations to stakeholders (85%)
 - Paid Advertising: Plan, execute, and optimize paid advertising campaigns on platforms like Facebook, Instagram, LinkedIn, and TikTok, focusing on achieving the highest possible ROI (90%)
 - Collaboration and Teamwork: Work closely with marketing, design, and content teams to ensure social media efforts are aligned with broader marketing initiatives and contribute to overall business objectives (95%)
- Swiftbirds Logistics Limited - Remote** October 2021 - July 2023
Senior Social Media Manager - Remote
 - Community Management: Monitor, listen, and respond to audience comments and messages, cultivating meaningful interactions that build community and drive customer engagement and loyalty (95%)
 - Analytics and Reporting: Analyze key metrics using analytics tools to track engagement rates, reach, and conversions, and provide data-driven insights and recommendations to stakeholders (93%)
 - Paid Advertising: Plan, execute, and optimize paid advertising campaigns on platforms like Facebook, Instagram, LinkedIn, and TikTok, focusing on achieving the highest possible ROI (95%)
 - Strategy Development: Develop and implement comprehensive social media strategies that align with business goals, focusing on brand visibility, audience growth, and engagement across platforms (90%)
 - Team Leadership: Lead and mentor junior social media team members, providing guidance and support to ensure successful project execution (98%)
 - Brand Reputation Management: Monitor and manage social media crises, developing and implementing effective response strategies to protect the brand's reputation (99%)
 - Innovation and Trend Analysis: Stay up-to-date with the latest social media trends, technologies, and best practices, identifying opportunities to innovate and improve social media strategies (96%)

Education

- **University of Calabar** 2016-2021
Agricultural Economics
Bachelor of Science | Upper Credit
- **St Alphonsus De Ligouri** 2011
Senior School Certificate (SSCE)
Distinction
- **Brilliant Academy** 2005
First School Leaving Certificate
Grade A

Skills

- CORE COMPETENCE ■ Community Management ■ Time Management and Organization ■ Social Media Strategy ■ Adaptability and Flexibility ■ Content Calendar Management ■ Paid Advertising/Content Creation ■ Brand Reputation Management
- TECHNICAL SKILLS ■ Analytics Tools like Goggle, Twitter Analytics tools, Facebook and Instagram ■ Hootsuite ■ Sprout Social ■ Buffer ■ Adobe Premiere Pro ■ HTML/CSS ■ Canvas ■ iMovie ■ Capcut Pro

Projects

- **Beesline Facial Wash Social Media Campaign - February 2024**
Objective: Design a social media strategy to build and engage with a large user base, driving Beesline Facial Wash brand equity.

Key Responsibilities:
 - Developed and executed a comprehensive social media strategy
 - Created engaging content for various social media platforms
 - Managed and optimized paid social media campaigns
 - Analyzed and reported on social media metrics
Results / Outcome:
 - Successfully built and engaged with a large user base
 - Increased brand awareness and drove Colgate brand equity
 - Improved social media presence through targeted content and paid advertising

Achievements & Awards

- ■ Hootsuite Social Marketing Certification - Date of Completion: August 22, 2024 - Certification ID: HSMC-20240822-DANIEL Description This certification validates my expertise in social media marketing, including strategy development, content creation, paid advertising, and analytics. Key Skills Demonstrated - Develop and implement effective social media strategies - Create engaging content for various social media platforms - Manage and optimize paid social media campaigns - Analyze and report on social media metrics
- ■ Udemy Social Media Marketing Masterclass Achievement Certificate - Course Title: Social Media Marketing Masterclass - Date of Completion: March 25, 2025 Description This achievement certificate recognizes Daniel's successful completion of the Udemy Social Media Marketing Masterclass. Through this comprehensive course, Daniel has gained in-depth knowledge and skills in social media marketing, including: - Developing effective social media strategies - Creating engaging content for various social media platforms - Building and managing social media presence - Leveraging paid social media advertising - Analyzing and measuring social media performance

Languages

- English Language

Personal Details

- Marital Status : Single
- Nationality : Nigerian
- Religion : Christianity
- Gender : Female

Reference

- **Okojie Collins Daniel - "Silverbird Group"**
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