

## FAVOUR OYINKANSOLA ADEGBIYAN

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 **Lagos, Nigeria**  
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### PROFESSIONAL SUMMARY

Creative, results-driven Social Media Manager and Content Creator with proven experience managing digital platforms for organizations, events, and fashion brands. Skilled in developing content strategies, creating engaging visual content, growing online communities, managing brand communications, and executing campaigns across Instagram, TikTok, X (Twitter), and LinkedIn.

Successfully grew the Redeemer's University Students' Association (RUNSA) Instagram page from over 4,000 to 6,000+ followers during my tenure and increased overall engagement by 40% through strategic content planning and audience engagement.

Experienced in public relations, digital storytelling, community management, social media analytics, and content planning. Proficient in Canva, CapCut, and Adobe Lightroom for creating high-performing visual content. Adept at identifying trends, increasing audience engagement, maintaining a consistent brand voice, and managing multiple brands simultaneously.

Possesses excellent communication, organizational, leadership, and project management skills developed through leadership roles, healthcare administration, and digital media management.

### CORE COMPETENCIES

- Social Media Management
- Content Strategy
- Content Creation
- Community Management
- Brand Storytelling
- Copywriting
- Social Media Marketing
- Instagram Marketing
- TikTok Marketing
- LinkedIn Management
- X (Twitter) Management

- Canva
- CapCut
- Adobe Lightroom
- Content Calendar Planning
- Analytics & Performance Reporting
- Trend Research
- Campaign Management
- Brand Growth
- Public Relations

## PROFESSIONAL EXPERIENCE

### Social Media Manager

#### H.Eve Boat Cruises | 2026 – Present

- Manage the brand's Instagram and TikTok platforms, overseeing content planning, creation, publishing, and day-to-day social media activities.
- Develop and execute content strategies that position H.Eve Boat Cruises as a premium luxury lifestyle and leisure brand.
- Create engaging reels, promotional videos, captions, stories, and other visual content tailored to the brand's target audience.
- Research social media trends and adapt relevant trends into content that aligns with the brand's identity and luxury positioning.
- Manage and post-event content, showcasing guest experiences, boat cruises, celebrations, and lifestyle moments.
- Drive audience engagement through community management, interactive content, and consistent communication with followers and prospective clients.
- Develop promotional content for boat packages, pricing, special offers, and experiences to support bookings and brand awareness.
- Monitor content performance and audience response, using insights to refine content direction and improve reach and engagement.
- Maintain a consistent visual identity, tone of voice, and premium presentation across the brand's digital platforms.

#### Nigeria Health Excellence Awards | 2025

- Managed digital communication and social media activities during the Nigeria Health Excellence Awards.
- Created engaging video compilations, highlight reels, and promotional content before, during, and after the event.
- Provided live event coverage across social media platforms.
- Supported audience engagement and online brand visibility.

## **Freelance Social Media Manager**

- Managed fashion brands' social media accounts simultaneously, ensuring consistency in brand identity and content delivery.
- Developed content calendars aligned with marketing objectives.
- Created engaging captions, graphics, reels, and visual content using Canva, CapCut, and Adobe Lightroom.
- Improved audience interaction through consistent community engagement.
- Supported brand awareness through strategic social media management.
- Monitored content performance and optimized strategies to improve engagement and reach.

## **Public Relations Officer (PRO)**

### **Redeemer's University Students' Association (RUNSA)**

#### **2022–2023**

- \* Managed the association's Instagram, TikTok, X (Twitter), and LinkedIn pages.
- \* Planned and executed social media campaigns for university events.
- \* Grew the RUNSA Instagram page from over 4,000 followers to 6,000+ followers during my tenure.
- \* Increased overall engagement by 40% through strategic content planning and audience engagement.
- \* Produced digital content, reels, graphics, and promotional materials to improve student engagement.
- \* Increased visibility of association activities through strategic communications.
- \* Coordinated publicity for seminars, conferences, and student programs.

## **Utilization Management Officer**

### **Fountain Healthcare Limited (HMO)**

#### **2026 – January - June**

- Review healthcare service requests.
- Coordinate with healthcare providers.
- Maintain accurate documentation.
- Improve operational efficiency through effective communication and stakeholder management.

## **ADDITIONAL CLINICAL EXPERIENCE**

### **Nursing Intern**

#### **Lagos State Health Service Commission**

**2025**

#### **Clinical Rotations:**

- General Hospital Odan Lagos
- Lagos Island Maternity Hospital
- Massey Street Children's Hospital

## **EDUCATION**

Bachelor of Nursing Science (BNSc)

Redeemer's University

2024

## **PROFESSIONAL LICENSURE**

- Registered Nurse (RN)
- Registered Midwife (RM)
- Registered Public Health Nurse (RPHN)

## **DIGITAL TOOLS**

- Canva
- CapCut
- Adobe Lightroom
- Microsoft Office Suite
- Google Workspace
- Instagram Business Tools
- TikTok Creator Tools

## **PORTFOLIO**

Instagram

[https://www.instagram.com/shy\\_\\_mideeh](https://www.instagram.com/shy__mideeh)

TikTok

<https://www.tiktok.com/@shymideeh>