

AKINTOYE SIMILOLUWA MERCY

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PROFILE SUMMARY

Resource-driven and creative Social Media Manager with experience managing social media pages, developing content strategies, coordinating digital campaigns and building online communities. Experienced as Social Media Manager for the Pharmacology Faculty and LASUCOM 22 Set, as well as Social Media Handler/Manager for Notesphere. Also brings pharmacy-sector experience from an internship at Life Forte Pharmacy. Skilled in content creation, copywriting, community management, social media analytics, campaign coordination and digital storytelling. A Pharmacology graduate of Lagos State University with strong communication, organisation and creative problem-solving skills.

CORE COMPETENCIES

- Time Management & Multitasking
- Stakeholder & Team Collaboration
- Creative Ideation & Visual Content Coordination
- Event Publicity & Digital Communications
- Trend Research & Platform Optimisation
- Analytics & Performance Tracking
- Brand Voice & Digital Storytelling
- Social Media Campaigns & Promotions
- Community Management & Engagement
- Content Creation & Copywriting
- Content Planning & Calendar Management
- Social Media Management & Strategy

PROFESSIONAL EXPERIENCE

NOTESPHERE — Social Media Handler / Manager

- Managed social media presence and day-to-day digital communication for the media agency.
- Planned and developed engaging content, captions and promotional materials aligned with the brand's objectives and audience.
- Maintained consistent posting schedules and supported campaign and publicity activities across social platforms.
- Monitored audience engagement, responded to interactions and supported community growth.
- Identified relevant trends and content opportunities to improve visibility and audience interaction.

PHARMACOLOGY FACULTY — Social Media Manager

- Managed the Faculty's social media presence and digital communications.
- Developed and coordinated content covering faculty activities, announcements, programmes, events and student-focused updates.
- Created engaging captions and promotional content while maintaining a consistent institutional voice.
- Supported publicity for faculty programmes and initiatives to improve awareness and participation.
- Monitored audience responses and maintained timely communication across social platforms.

LASUCOM 22 SET — Social Media Manager

- Managed social media pages for the LASUCOM 22 Set, ensuring consistent and audience-focused communication.
- Planned content around announcements, events, community updates, milestones and engagement activities.
- Developed social media copy and coordinated digital publicity to increase awareness and participation.
- Managed audience interactions and supported an active online community.
- Collaborated with team members to gather information and maintain an effective content schedule.

SHEKINAH PHARMACY — Pharmacy Intern

- Supported day-to-day pharmacy operations while gaining practical experience in a professional healthcare environment.
- Assisted with customer-facing activities, organisation of pharmacy operations and routine administrative

tasks.

- Developed strong communication, attention-to-detail, teamwork and time-management skills.
- Worked responsibly within established procedures and maintained professionalism when handling sensitive customer and pharmacy-related information.

SELECTED SOCIAL MEDIA & DIGITAL CAPABILITIES

- Content calendar development and scheduling.
- Social media copywriting, captions, announcements and promotional content.
- Community management, comment moderation and audience engagement.
- Campaign and event publicity across social platforms.
- Trend monitoring and platform-specific content adaptation.
- Basic performance tracking using reach, engagement, impressions and audience-growth indicators.
- Digital storytelling and brand voice development.
- Coordination with designers, organisers and other stakeholders.

EDUCATION

LAGOS STATE UNIVERSITY (LASU) | Lagos, Nigeria

B.Sc. Pharmacology / 2026

TOOLS & DIGITAL SKILLS

- Instagram, Facebook, TikTok, X and other social media platforms
- Meta Business Suite and social media scheduling tools
- Canva and basic visual-content design
- Microsoft Word, PowerPoint and Excel
- Social media analytics, reporting and performance tracking
- Content scheduling, digital research and online community management

PROFESSIONAL STRENGTHS

- Creative thinking and attention to detail
- Excellent written and verbal communication
- Organisation, reliability and deadline management
- Team collaboration and stakeholder communication
- Adaptability and willingness to learn
- Problem-solving and initiative
- Ability to manage multiple content priorities simultaneously

LANGUAGES

- English (Fluent)