



Social Media Management Portfolio

ABASIMA UDOABASIMA

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About me

Hello,

I'm Abasima Udoabasi, a social media manager who is passionate about helping brands achieve their goals through intentional content strategies and consistency.

I combine creativity, structure, and storytelling to transform ideas into compelling social media experiences that reflect each brand's unique voice and vision.

I focus on aligning strategy with storytelling, ensuring that every piece of content serves a purpose, inspires engagement, and drives measurable growth — bringing each brand closer to its goals.



My Skills

- **Content Strategy and Creation**

I develop content that aligns with each brand's goals, voice, and audience.

- **Community Management**

I enjoy building healthy relationships online and keeping audiences engaged in meaningful ways.

- **Social Media SEO**

I optimize posts so they are easier to discover and perform better across platforms.

- **Content Repurposing and Platform Adaptation**

I turn one idea into different formats that fit Instagram, Facebook, TikTok, and other platforms naturally.



what I bring to the table.

- **A Fresh, Strategic Perspective**

I simplify ideas and shape them into content that is clear, intentional, and aligned with brand goals.

- **Strong Attention to Detail**

I pay close attention to visuals, wording, and overall flow so every piece of content feels refined.

- **Consistency and Reliability**

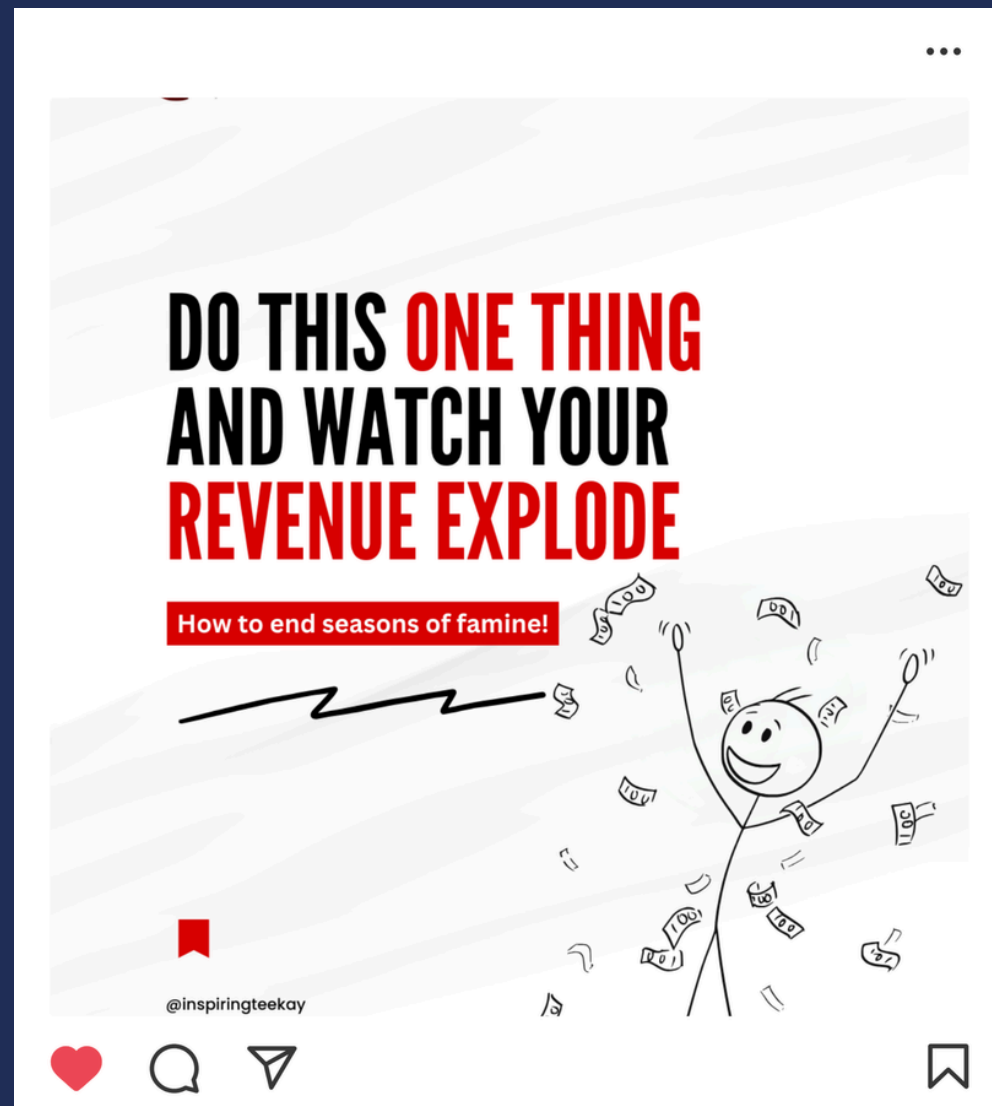
I stay organized, meet deadlines, and ensure content goes out smoothly across platforms.

- **A Growth-Minded Approach**

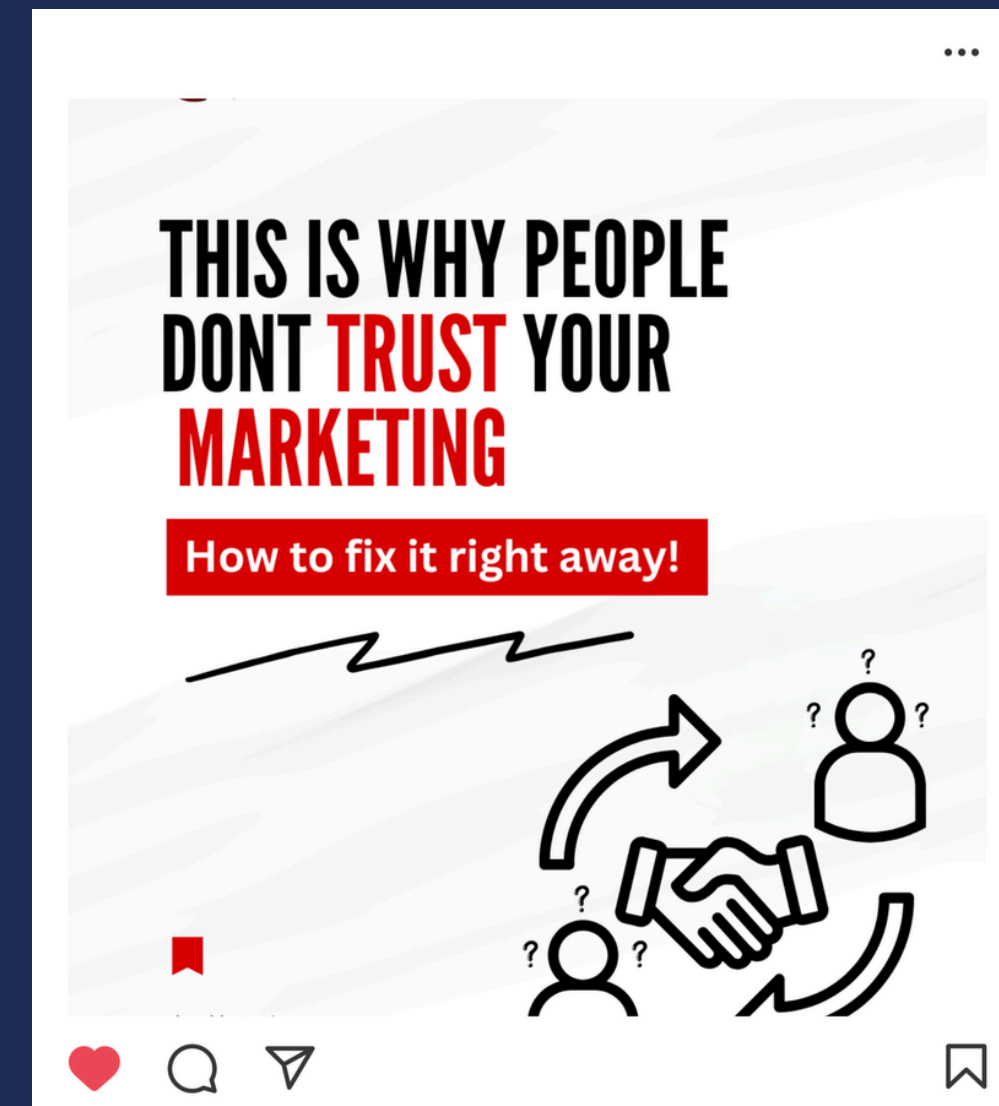
I study trends, test ideas, and refine strategies to support steady and meaningful brand growth.



Sample carousels

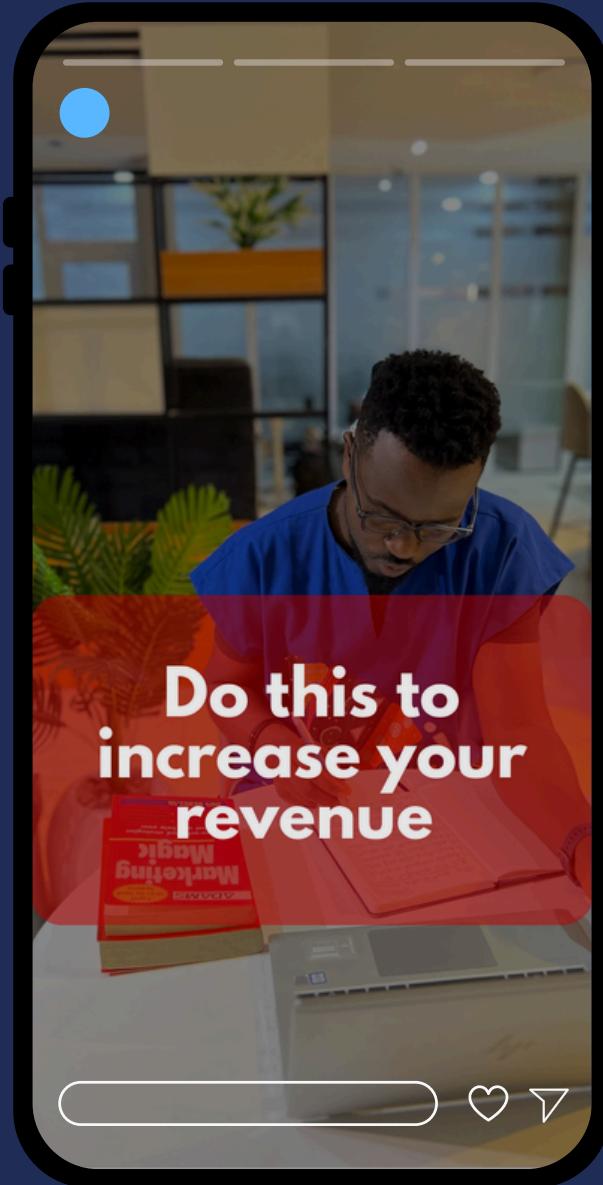


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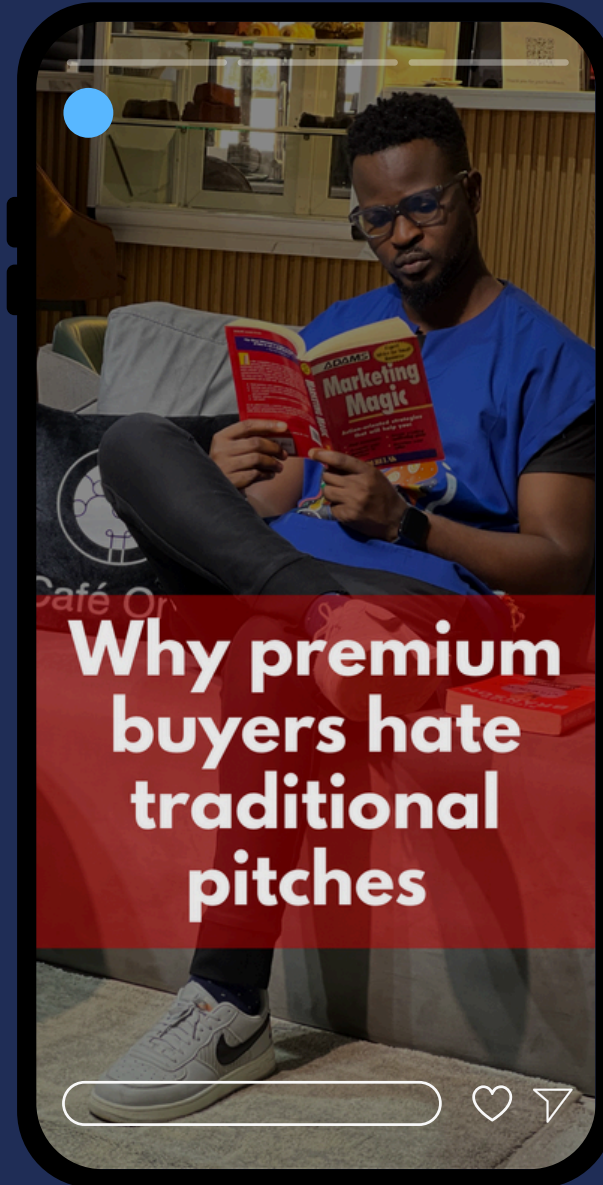


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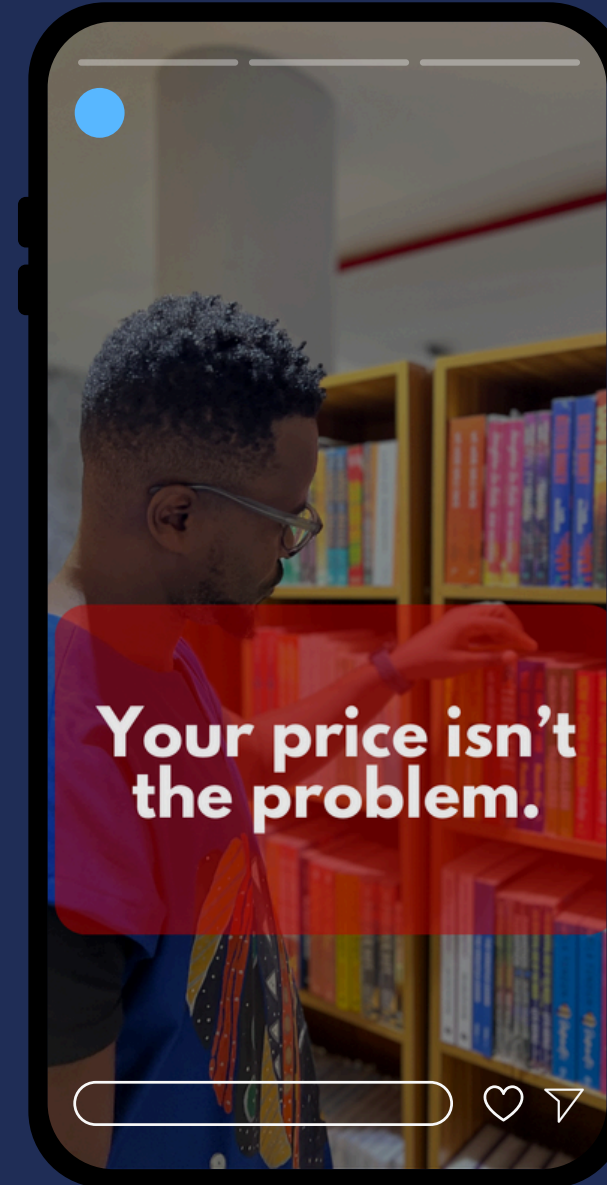
Sample reels



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Summary

In my work, I focus on creating content that is intentional, structured, and aligned with each brand's voice and goals.

My aim is to help brands show up with clarity, build real engagement, and grow steadily through thoughtful strategies and consistent execution.

Thank you for viewing my portfolio.
I'd love to connect and discuss how
we can work together.

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