

PROFESSIONAL SUMMARY

Results-driven Social Media Manager with over 1 year of experience growing brand presence and engagement across Instagram, TikTok and Facebook. Skilled at building content calendars, audience engagement, community management, and translating analytics into strategy. Proven track record of growing audiences and increasing engagement rates while working fully remote with distributed marketing teams. Passionate about helping brands build meaningful connections with their audience and grow their online presence through impactful digital content.

CORE SKILLS

- Content Strategy & Calendars
- Copywriting & Captioning
- Paid Social (Meta Ads, TikTok Ads)
- Community Management
- Influencer & Creator Partnerships
- Canva
- CapCut & Basic Video Editing
- Scheduling Tools (Later, Buffer, Hootsuite)
- Cross-Functional Remote Collaboration (Slack, Notion)

PROFESSIONAL EXPERIENCE

Social Media Manager | Abide Images

Jun 2026 – Present

- Created and published engaging content tailored to target audience.
- Developed captions, content ideas and short form videos to increase engagement and visibility.
- Monitored content performance and audience interactions Plan and execute a 4-week rolling content calendar, publishing 15–20 posts and Reels weekly in coordination with a remote design contractor and freelance videographer.
- Run always-on community management, responding to comments and DMs within a 2-hour window and maintaining a 98% positive sentiment score.

Social Media Coordinator | Gracey Private School (Remote)

May 2025 – Present

- Supported social strategy for the school page spanning school activities producing captions, graphics, and short-form video.
- Increased average engagement rate across client accounts from 1.8% to 3.6% by introducing trend-driven Reels and carousel formats.
- Scheduled and published content using Later and maintaining a consistent posting cadence.
- Compiled bi-weekly analytics summaries for account managers, flagging top-performing content and recommending adjustments.
- Assisted in creating engaging video content.

EDUCATION

B.sc Psychology

July 2024

University of Ibadan, Nigeria

CERTIFICATIONS

- HerTechTrail Data analytics Certification (2024)