

Amarachi Confidence Ibeh

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PROFESSIONAL SUMMARY

Creative Social Media Manager, Content Creator, and Pastry Chef & Gift Curator with 1 year of experience creating engaging digital content and visually appealing brand experiences across multiple platforms. Skilled in content planning, copywriting, photography, audience engagement, and maintaining consistent brand identity. Experienced in social media campaign execution, product styling, packaging, and curated gift creation. Proficient in using digital tools for scheduling, analytics, and performance tracking to drive visibility and growth. Known for being proactive, detail-oriented, and adaptable in fast-paced environments, with a strong focus on content that connects and converts.

PROFESSIONAL EXPERIENCE

Social Media Manager & Content Creator

TSP foto World Ltd, Lagos, Nigeria

November 2025 – Present

- Planned, created, and published engaging content across social media platforms, ensuring consistency with brand voice and messaging.
- Managed content calendars, scheduled posts, and tracked performance to optimize reach and engagement.
- Developed and executed social media campaigns to increase brand awareness, engagement, and conversions.
- Wrote compelling captions, scripts, and content aligned with marketing goals and target audience behaviour.
- Collaborated with design and marketing teams to produce high-quality visuals and campaign materials.
- Monitored audience interactions, responded to messages and comments, and built strong online community engagement.
- Analysed social media metrics and generated reports to guide content strategy and improve performance.
- Conducted competitor and trend analysis to inform content direction and identify growth opportunities.

Pastry Chef & Gift Curator

Ladylove Cakes & Gift Store, Lagos

January 2024 – Present

- Designs and prepares a variety of pastries, desserts, and baked goods while maintaining high quality and presentation standards.
- Curates and assembles customized gift boxes and hampers combining pastries, treats, and complementary items.
- Develops creative dessert and gift concepts tailored to customer occasions, themes, and preferences.
- Creates engaging social media content (photos, short videos, and captions) showcasing products, behind-the-scenes processes, and gift collections.
- Ensures consistent quality control of all baked items and curated gift packages before delivery.
- Manages daily production schedules for both pastry preparation, content creation, and gift order fulfilment.

- Coordinates packaging, styling, and presentation to ensure all products are aesthetically appealing and brand-consistent for both customers and online content.
 - Engages with customers and online audience to understand preferences, respond to inquiries, and enhance overall brand experience and satisfaction.
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EDUCATION

History & International Relations – Kwara State University (2020 – 2024)

TECHNICAL & ADMINISTRATIVE SKILLS

- Calendar & Meeting Scheduling
 - Executive & Team Support
 - Task Prioritization & Deadline Management
 - Research & Report Writing
 - Digital Tools: Microsoft Office, Google Workspace, Zoom, Slack, Trello
 - Data Entry & Document Management
 - Virtual Collaboration & Client Communication
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SOFT SKILLS

- Strong Communication & Writing
 - Detail-Oriented & Organized
 - Proactive & Solutions-Focused
 - Discreet with Confidential Information
 - Team Player with Leadership Initiative
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LANGUAGES

- English – Fluent
- Igbo - Proficient
- Yoruba – Proficient