

ANGEL MANDY

Content & Digital Media Executive

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PROFESSIONAL SUMMARY

Results driven and creative Content & Digital Media Executive with over three years of proven experience in social media management, content creation, audience engagement, brand storytelling and video editing. I help brands in creating engaging content, managing multiple social platforms, conducting audience and competitor research, running social media campaigns and using social media trends to strengthen brand visibility.

SKILLS

- Social Media Strategy and Management.
- Content Creation and Curation.
- Analytics & Insights Reporting.
- Brand Storytelling
- Sponsored Ads Management
- Instagram, Facebook, TikTok
- Community Management
- Search Engine Optimization
- Good use of Canva, CapCut, Meta Business Suite, Buffer and Meitu
- Microsoft office suite (Word, Power point, Excel for data analysis)

PROFESSIONAL EXPERIENCE

Sips by Cee

Aba, Abia state

Freelance Social Media Manager

July 2025 - July 2026

- Positioned Sips by Cee as a visual experience, not just a product, leading to growth in user generated content and tagged mentions on both Instagram and tiktok.
- Curated mouth watering visuals and videos to showcase brand offerings and customer experiences.
- Edited video and graphics content that reflects brand's story.

Generic Autos

Enugu

Freelance Social Media Manager

February 2024 - April 2025

- Created and curated monthly content calendar for social media content.
- Developed a cohesive Instagram strategy that increased engagement by 65% within 3 months.
- Created compelling content including car showcases, customer testimonials and service tips to boost brand trust and visibility.

Beaute by Pat

Enugu

Freelance Social Media Manager

April 2023 - September 2024

- Grew Instagram followers from 989 to 2,045 organically and boosted average post engagement through strategic hashtag use and content.
- Created high converting captions and optimized posts for local SEO and visibility.
- Engaged in brand's Instagram and Tiktok pages leading to a increase in followers and consistent DMs for clients' appointment.

CERTIFICATIONS

- Social Media Certified - HubSpot Academy
- Meta Blueprint - Meta Certified Digital Marketing Associate

PROJECTS & ACHIEVEMENTS

- Grew Beaute by Pat's Instagram from 989 to 2,045 followers organically in six months.
- Designed and implemented a paid campaign for Generic Autos that led to 20+ direct inquiries within a week.
- Optimized and revamped Sip by Cee's Instagram page for easy reach by customers.
- Increased Generic Autos account reach from 393 views to 41,476

TOOLS & SOFTWARE

Canva | Meta Business Suite | CapCut | Adobe Express | Google Analytics | TikTok Ads | Instagram Insights | Later | Trello | ChatGPT for content brainstorming

PUBLICATIONS

- [Sips by Cee](#)
- [Generic autos](#)
- [Beaute by Pat](#)

EDUCATION

University of Nigeria, Nsukka

August 2021- January 2025

B.A. Mass Communication - 2nd class upper division