

FATHIA AWOYERA

Lagos, Nigeria | classicjoke4@gmail.com | 08128479796

PROFILE SUMMARY

I am a creative and results-driven media professional with experience in content creation, social media management, creative planning, audience engagement, and digital storytelling. Skilled at developing relatable and engaging content, creating social media strategies, coordinating content production, and transforming ideas into compelling visual and written content. Strong communicator with a creative eye, a good understanding of social media trends, and the ability to manage multiple creative projects while meeting deadlines.

CORE COMPETENCE

Area of Expertise: Creative Direction | Content Strategy & Planning | Social Media Management | Content Creation | Short-Form Video Production | Creative Storytelling | Scriptwriting & Copywriting | Social Media Campaigns | Brand Communication | Trend Research & Adaptation | Audience Engagement | Community Management | Content Calendar Management | Event & Media Coverage | Creative Team Collaboration | Social Media Analytics | Video Editing | Digital Marketing

Technical Tools: CapCut | Adobe Photoshop | Adobe Premiere Pro | Meta Business Suite | Instagram & TikTok | Google Workspace | Microsoft Office Suite | Microsoft Excel | Zoho CRM | Google Analytics | Social Media Analytics & Insights | Online Content Scheduling Tools | AI Content Creation Tools

Languages: English (Professional fluency) French (Basic fluency) Yoruba (Native)

PERSONAL DATA

- **Date of Birth:** [07/04/2003]
- **Gender:** Female
- **State of Origin:** [Osun State]
- **Nationality:** Nigerian
- **Marital Status:** Single

WORK EXPERIENCE

CREATIVE CONTENT / MEDIA PROFESSIONAL

Rainbow Media — Lagos, Nigeria
[February – September]

- Develop and execute creative content ideas for social media platforms, particularly Instagram and TikTok.
- Brainstorm relatable, entertaining, educational, and trend-driven content aligned with audience interests.
- Write scripts, captions, hooks, and storylines for short-form video content.
- Plan content from concept development through filming, editing, publishing, and audience engagement.

- **Research current social media trends, sounds, formats, and viral concepts and adapt them to the brand.**
- **Collaborate with team members to develop creative concepts and improve the quality of published content.**
- **Assist with content scheduling and maintain consistency across social media platforms.**
- **Monitor audience reactions, comments, and engagement to identify content opportunities.**
- **Contribute creative ideas for campaigns, promotional content, interviews, events, and entertainment-focused media.**
- **Participate in on-site content production and event coverage.**
- **Help maintain a consistent brand voice and visual identity across social media content.**

EDUCATION

Federal University of Agriculture, Abeokuta

Bachelor of Science in Botany (Second Class upper Division- 2.1) November 2021- June 2025

CERTIFICATION

NYSC Registered PCM (2026 Batch A Stream2)

PERSONAL SKILL

- **Creative Thinking and Innovation**
- **Communication & Storytelling**
- **Leadership & Teamwork**
- **Creative Thinking and Innovation**
- **Adaptability & Problem-Solving**
- **Time Management & Organization**