

Blessing Ogungbemi

Social Media Manager

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Results-driven Social Media Manager with experience scaling brand visibility, engagement, and audience growth across Instagram, TikTok, Facebook, and LinkedIn. Expert at leveraging data-driven insights, content strategy, and SEO optimization to deliver high-impact campaigns, including generating 1.48M+ views and significant increases in profile activity and conversions. Specialized in content calendar management, short-form video strategy, copywriting, and performance analytics to turn social media engagement into measurable business growth.

KEY ACHIEVEMENTS

- **Viral Growth:** Successfully generated 1.48M+ views, 92.1% organic for Fruit Clinic NG through viral short-form and static content strategy.
- **Engagement Peak:** Achieved a record 233% increase in localized business taps for Isura UK, directly impacting web store traffic.
- **SEO Excellence:** Increased content reach by 180% specifically through targeted keyword optimization on TikTok and Instagram.
- **Community Scaling:** Successfully managed and engaged an audience of over 63,000+ followers, maintaining a positive brand sentiment.
- **Leadership & Process Improvement:** Established workflow efficiencies in content production by implementing project management tools (Trello).
- **Niche Authority Building:** Elevated Fruit Clinic NG's digital presence through educational content, positioning the brand as a thought leader in the health/wellness space.

CORE SKILLS

- **Core Marketing & Strategy:** Content Strategy & Execution, Social Media Management (SMM), Organic Growth Strategy, Brand Positioning & Messaging, Campaign Planning & Execution, Content Pillar Development, Community Engagement Strategy.
- **Content & Communications:** Copywriting, Caption Writing, Hook & CTA Development, Digital Storytelling, Short-Form Video Strategy, Content Calendar Management, Audience Engagement, Brand Voice Development.
- **Research & Operations:** Trend Research & Analysis, Market Research & Competitive Analysis, Performance Analytics & Reporting, SEO Optimization, Campaign Performance Audits, Cross-Platform Campaign Execution, Project Management, Content Production Coordination.
- **Tools & Platforms:** Meta Business Suite, TikTok & Instagram Analytics, Canva, Buffer, Planoly, Google Analytics, Ahrefs, SEMrush, ChatGPT, Trello, Asana.

WORK EXPERIENCE

FRUIT CLINIC NG

Social Media & Content Strategist (Lead)

Remote

June 2025 - Present

- Promoted to lead a six-member social media and content team, overseeing multi-platform content execution and strategy.
- Developed and executed content strategies across Instagram, TikTok, and Facebook, generating 1.48M+ views, 92.1% organic within 90 days.
- Revived audience growth after a period of stagnation, increasing followers from 61.4K to 63.8K through data-driven content initiatives.
- Led the rebranding of Instagram aesthetics and standardized content systems, maintaining a consistent output of 10+ weekly posts.
- Implemented weekly performance audits to optimize content direction, engagement, and traffic goals.

ISURA, UK

Social Media Manager

Remote

Sept 2025 year – Nov 2025

- Managed social media strategy and execution for a UK-based ecommerce brand across Instagram, TikTok, and Facebook.

- Increased average content views from 5K to 14K+ in 8 weeks through SEO optimization and content strategy improvements.
- Executed cross-platform campaigns that drove a 93.7% increase in profile activity.
- Optimized content performance, resulting in a 95% increase in profile visits, 70% growth in link taps, and a 233% increase in business address taps.
- Developed branded assets and short-form video concepts to improve content consistency and production efficiency.

PYBE CONSULTS, NG	Hybrid
Social Media Manager & Strategist	Dec 2024 year – Dec 2025
● Managed content planning, scheduling, engagement, and performance tracking across Instagram, TikTok, and Facebook. ● Executed multi-platform campaigns that increased profile activity by 76.8% and supported lead generation goals. ● Conducted SEO research and content audits to improve organic visibility and search performance. ● Created high-converting captions and repurposed long-form content into social assets, contributing to a 133.3% increase in link taps. ● Managed content calendars and daily audience engagement, driving a 5% increase in followers during campaign periods. ● Collaborated with production teams on content shoots and aligned campaigns with stakeholder objectives.	

EDUCATION & CERTIFICATIONS

UNIVERSITY OF MEDICAL SCIENCES, ONDO	Nov 2017 –Jan 2023
Animal & Environmental Biology	
GREAT LEARNING	October 2024
Social Media Management Certification	