

Bessan Ebunoluwa Sonayon

Lagos, Nigeria | bessanebunoluwa56@gmail.com | +234 901 871 3963

Profile

Creative and passionate **Social Media Manager** with a background in **European Languages and Integration Studies**. Skilled at leveraging communication, storytelling, and cultural knowledge to connect with diverse audiences. Experienced in managing digital platforms, running awareness campaigns, and building online engagement for nonprofit organizations. Driven to help brands and communities grow their online presence while fostering meaningful connections.

Core Skills

- Social Media Management & Content Creation | Digital Storytelling & Online Engagement | Campaign Planning & Execution | Communication & Interpersonal Skills | Team Collaboration & Leadership | Time Management & Adaptability
-

Education

- **B.Sc. European Languages and Integration Studies** – Ongoing
 - **O-Level Certificate**, French Village International College – *Completed August 2022*
-

Languages

- English – Fluent
 - French – Basic
 - Spanish – Basic
-

Professional Experience

Professional Experience

- **Social Media Manager**
Sanaya's Scents — Sep 2025 – Present
 - Manage and grow the brand's social media presence across platforms.
 - Create engaging content to showcase products and increase customer reach.
 - Build campaigns to strengthen brand identity and drive engagement.
- **Social Media Manager**
Shalom Sickle Cell Foundation — May 2025 – Present

- **Lead the foundation's social media strategy to promote awareness on sickle cell.**
 - **Design and implement campaigns that boost engagement and visibility.**
 - **Collaborate with volunteers and stakeholders to expand online advocacy.**
 - **Social Media Manager**
L'avion Porte — Oct 2024 – Apr 2025
 - **Oversaw brand's digital presence, developing and executing content calendars.**
 - **Increased online visibility through creative campaigns and targeted engagement.**
 - **Coordinated with internal teams to align social media with overall brand goals.**
-

Volunteering & Community Engagement

- **Cowry wise Ambassador**
Advocated for financial literacy, building awareness campaigns and engaging audiences through digital and peer-to-peer platforms.
 - **UNITE Languages Volunteers**
 - Supported language-learning initiatives and cultural exchange programs.
 - Helped raise funds to support underprivileged children in schools.
 - Taught French to children, encouraging language learning and cultural appreciation.
 - **Community Social Work**
Provided support and assistance to individuals in need, strengthening communication and people-focused skills.
-

Interests

- Social Media Strategy & Brand Growth
 - Digital Marketing Trends
 - Languages & Cross-Cultural Communication
 - Community Development
-

Referees

Available on request.