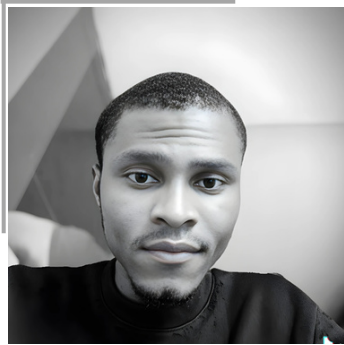




CHIBUEZE FRIDAY

Professional Social Media Manager

📍 Berger, Lagos State, Nigeria

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PROFILE INFO

Hello! I'm Ephraim Chibueze Friday, a highly skilled and dedicated Social Media Manager and Virtual Assistant for Eazy Peazy Services. My journey began with a passion for precise communication and the art of digital transformation, which evolved into a career providing exceptional online presence management and support for clients. With expertise in modern content strategy, audience engagement, and digital branding, I consistently deliver top-notch results and exceed expectations across various platforms.

EXPERIENCE

2025 - Recent

EAZY PEAZY SERVICES | LAGOS STATE

Executive Social Media Management and Strategist

- Designed a creative client concept that boosted client satisfaction by 25%.
- Partnered with a competitor to share leads and expand brand visibility to new markets.
- Created niche content that drove engagement, cut through market noise, and secured lead generation.

2024 - 2025

ROUTELY.CO | BERGER, LAGOS STATE.

Social Media Management and Strategist

- Managed and optimized campaigns across platforms to translate social engagement directly to business results.
- Executed the full video workflow, including on-site filming, editing, and strategic scheduling for optimal audience reach.
- Produced a wide spectrum of digital content (Carousels, Reels, Static Graphics) to effectively market offerings across all social platforms.

NOTABLE PROJECTS

- Managed a high-profile content partnership with the Strategic Business Acceleration Conference (SBA 2025), securing cross-promotional opportunities and producing a highlights video that significantly boosted post-event engagement and brands' visibility.
- Forged a strategic partnership with a direct competitor that generated mutual lead-sharing opportunities and successfully expanded both brands' visibility to new, untapped audiences.

EDUCATION

2008 - 2014 | Secondary Technical School Ngwa Uku

SSCE

SKILLS

- Strategic Planning & Goal Alignment
- Copywriting & Brand Voice
- Content Creation & Visual Storytelling
- Data Analytics & Reporting
- Community Management & Customer Service
- Adaptability & Trendspotting

LANGUAGES

- English
- Igbo

REFERENCE

CEO

Eazy Peazy Services

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