

# CHIBUEZE RICHARD EZE

*SOCIAL MEDIA MANAGER | CONTENT CREATOR | DIGITAL MARKETER*

Lagos, Nigeria | 09032271027

## PROFESSIONAL SUMMARY

Creative and results-driven Social Media Manager with experience in content creation, social media management, community engagement, and digital marketing. Skilled in developing content strategies, creating engaging graphics and short-form videos, managing online communities, and maintaining consistent brand communication across social platforms. Proficient in Canva, CapCut, Meta Business Suite, and major social media platforms.

## CORE SKILLS

Social Media Management • Content Strategy • Content Creation • Copywriting • Community Management • Canva Design • Video Editing • Social Media Analytics • Digital Marketing • Brand Communication • Lead Generation

## PROFESSIONAL EXPERIENCE

### Freelance Social Media Manager & Content Creator

**Lagos, Nigeria | February 2024 – 2026**

- Manage social media accounts and develop content strategies for individuals, businesses, and organizations.
- Create engaging graphics, captions, promotional posts, reels, and short-form videos.
- Plan content calendars and maintain consistent posting across Facebook, Instagram, TikTok, and LinkedIn.
- Monitor comments, messages, and audience engagement while maintaining a professional brand voice.
- Research trends and develop relevant content ideas to improve audience engagement and brand visibility.
- Analyze post-performance and adjust content based on audience response and platform insights.

### Founder / Content Writer

**Zeloty | January 2021 – December 2023**

- Create social media copy, marketing content, articles, and promotional materials for clients.
- Delivered 50+ creative projects involving content writing, graphic design, and digital communication.
- Develop content tailored to different audiences, industries, and brand objectives.
- Apply SEO and digital marketing principles to improve content visibility and engagement.

### **Social Media & Media Volunteer**

#### **Jesus Messiah – The Light of All Nations Ministry | Lagos -**

- Create flyers, announcements, event promotions, and social media content.
- Support digital communication for church programs and special events.
- Design visual content using Canva and assist with video/media production.
- Manage timely communication across social media and WhatsApp communities.

### **TOOLS & PLATFORMS**

**Social Media:** Facebook, Instagram, TikTok, LinkedIn, Meta Business Suite

**Design & Video:** Canva, CapCut.

**Content & SEO:** Google Docs, Grammarly

**Productivity:** Google Workspace.

### **EDUCATION**

**University of the People (UoPeople)- Online**

Bachelor of Science in Health Science — *In Progress*

### **ADDITIONAL SKILLS**

Communication • Creativity • Research • Time Management • Customer Engagement • Teamwork • Adaptability

### **MANAGER**