

CHIKEZIE LILY

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CAREER SUMMARY

Social Media Manager and Copywriter with a proven record of growing online communities organically and writing content that actually connects with people. I have grown pages from scratch, developed brand voices from the ground up, and consistently delivered results without paid advertising. My work sits at the intersection of strategy and storytelling and I bring both to every brand I work with.

WORK EXPERIENCE

Social Media Manager and Copywriter, Freelance | September 2025 — January 2026

Jobs Are Us — Facebook Page Management

- Grew the Jobs Are Us Facebook page from 600 to 1,400+ followers entirely through organic content strategy with zero paid ads.
- Generated 20.7K page views (up 201%), 714 content interactions (up 81.2%), and 150 new follows (up 341%) within a single 28-day period.
- Developed and executed a four-pillar content calendar covering job listings, career tips, community engagement, and motivational content.
- Designed all branded graphics and visual identity using Canva and managed scheduling through Meta Business Suite.
- Executed phased content recovery strategies during platform restrictions, maintaining audience trust and page health throughout.
- Ran a live CV review content series that drove significant audience growth and positioned the page as a trusted career resource in the community.
- Delivered caption writing, content strategy, and social media management services to multiple clients across platforms.

Social Media Manager | 2022 — 2023

Private Client — Instagram Page Management

- Managed content strategy, caption writing, and posting schedule for a client's Instagram business page.
- Developed a consistent brand voice and visual identity aligned with the client's target audience and business goals.
- Grew audience engagement organically through creative, audience-first content and timely community interaction.

Social Media Manager, Workistry | August 2026 — Present

- Manage content strategy and execution across Facebook, Instagram, LinkedIn, and Threads for Workistry's recruiter-focused platform.
- Built a 30-day merged content calendar and developed content pillars around Workistry's "Forever ATS" positioning and recruiter network themes.
- Produced carousel graphics, talking-head video scripts, and multi-platform captions.
- Set up and managed Meta Business Suite for the brand's content operations.

EDUCATION AND CERTIFICATIONS

B.Ed, Education / Political Science | 2019 — 2023

University of Nigeria, Nsukka — Second Class Upper (2:1)

Social Media Marketing Certification | 2024

HubSpot Academy

- Comprehensive training in social media strategy, content planning, and platform analytics.

Copywriting Courses | 2024

Alison

- Essential Tips for Copywriting — foundations of persuasive writing and audience targeting.
- Copywriting Mastery — advanced techniques for brand voice, ad copy, and conversion-focused content.

ADDITIONAL INFORMATION

Core Skills: Social Media Management, Copywriting, Content Strategy, Community Building, Brand Voice Development, Content Calendar Management, Analytics and Reporting

Platforms: Facebook, TikTok, Instagram, LinkedIn, X/Twitter, WhatsApp

Tools: Canva, CapCut, Meta Business Suite, Lightroom Mobile, Snapseed, Facetune

Languages: English (Fluent)

"I turn scrollers into followers and followers into buyers."