

CONFIDENCE IBEMERE

SOCIAL MEDIA MANAGER/ AI VIDEO CREATOR

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PROFESSIONAL SUMMARY

Experienced Social Media Manager with hands-on experience supporting content planning, post scheduling, and engagement tracking across social platforms. Strong understanding of audience behavior, platform trends, and basic analytics to improve reach and engagement. Detail-oriented, proactive, and eager to contribute to measurable brand growth.

SKILLS

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| <ul style="list-style-type: none">• Social Media Strategy• Community Management• Analytics & Reporting• Content Development | <ul style="list-style-type: none">• Advertisement Design• Content Creation• Video Editing• Email Marketing Design• Visual Storytelling | <ul style="list-style-type: none">• Creative Concept Development• Attention to Detail• AI Video Creation• Prompt Engineering |
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PROFESSIONAL EXPERIENCE

Graphic Designer /Social Media Manager– FXCG Nigeria Aug 2025 – Dec 2025

- Created marketing graphics and videos for forex brokers, including social media creatives, trading promotions, campaign banners, email visuals, and landing page assets.
- Designed educational visuals such as infographics, trading tips, market updates, and webinar materials to improve trader engagement and understanding.
- Developed and implemented social media content strategies aligned with FXCG’s marketing and business goals
- Created educational, promotional, and market-insight content tailored for Instagram, X (Twitter), LinkedIn, Facebook, and Telegram
- Monitored analytics and performance metrics to optimize reach, engagement, and follower growth
- Stayed updated on market trends, economic news, and industry regulations to maintain relevance and accuracy

Graphic Designer/ Social Media Manager – Lizapay Nigeria May 2025 – July 2025

- Created and managed graphics for social media, flyers, websites, and promotional campaigns, increasing brand engagement and awareness.
- Manage content calendars, post scheduling, and day-to-day platform activities that supported campaigns and improved audience interaction.
- Engage with followers, respond to comments and messages.
- Track social media performance metrics and provide insights for continuous improvement

Social Media Manager– Manual Pace Consult Dec 2024 – May 2025

- Create informative, engaging, and value-driven content around Montessori education, teacher training, parenting, and child development
- Manage content calendars, post scheduling, and daily activities across platforms including Instagram, Facebook, LinkedIn, and WhatsApp.
- Engage with educators, parents, schools, and trainees through comments, messages, and community interactions.
- Monitor social media performance and prepare reports on growth, engagement, and campaign effectiveness

EDUCATION

Bachelor of Science (B.Sc.) – Computer Science

Precious Cornerstone University

(IN VIEW)

CERTIFICATION

Geneza School of Design **2023**

DigiGirls Training Program **2023**

- Basic Digital Literacy Training
- Cybersecurity Awareness Training
- 8 Weeks of UI/UX Design Training

TechUp Girls Bootcamp, 2023 **2023**

ADDITIONAL INFORMATION

- **Languages:** Proficiency in English
- **Certifications:** Graphic Design, UI/UX Design
- **Software Proficiency:** Canva, Figma, Adobe Photoshop