

TITUS Destiny AMARACHI

Social Media Manager | Content Strategist | Community Manager

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Professional Summary

Creative and results-driven Social Media Manager with experience planning, creating, and managing engaging digital content for an education brand. Skilled in content strategy, community management, campaign execution, analytics, and cross-functional collaboration to grow online audiences and strengthen brand visibility across Instagram, Facebook, LinkedIn, and TikTok.

Experienced in social media planning, content calendars, copywriting, performance reporting, and live event coverage. Passionate about using storytelling and digital engagement to connect with communities and drive measurable results.

Experience

Kidemia (April 2026 – date) — Social Media Management Intern

- Developed and implemented Kidemia's social media strategy across key digital platforms.
- Created, scheduled, and published engaging content for Instagram, Facebook, LinkedIn, and TikTok.
- Wrote compelling captions, prepared content briefs, and collaborated with designers and videographers to produce high-quality content.
- Managed the online community by responding promptly and professionally to comments, messages, and enquiries.
- Promoted Kidemia's workshops, competitions, events, and educational programmes to increase awareness and participation.
- Monitored social media analytics and prepared performance reports with recommendations for continuous improvement.

Executed organic audience growth initiatives and digital campaigns to improve engagement and reach. Ensured all content aligned with Kidemia's brand identity, mission, and values.

- Researched social media trends and proposed creative content ideas that increased engagement.
- Collaborated with internal teams and partners to showcase student achievements, testimonials, and success stories.
- Managed the content calendar to ensure consistent posting and timely promotion of activities.
- Supported live event coverage through photos, videos, stories, and real-time updates.
- Applied AI tools to enhance creativity and speed of content production.

KEY PROJECT AREAS

1. Social Media Strategy

- Planned and executed social media campaigns aligned with brand objectives.
2. Content Creation & Community Management
Managed content calendars, audience engagement, and live event coverage.
 3. Campaign Promotion
Promoted educational programmes, competitions, and events across digital platforms.
 - a. Single posts
 - b. Carousel posts
 - c. YouTube thumbnails
 - d. Ad creatives

SKILLS

Digital Marketing:

Social Media Management • Content Strategy • Community Management • Campaign Planning • Analytics • Brand Awareness

AI & Content Creation:

Copywriting • Content Creation • Caption Writing • Content Calendar Management

Design & Editing:

Canva • CapCut • Meta Business Suite • Microsoft Office

Tools & Technologies

AI Tools:

ChatGPT • Canva AI

Design & Editing:

Canva • CapCut • InShot

Platforms:

Instagram • Facebook • LinkedIn • TikTok

Collaborations:

Click Up

WORKFLOW APPROACH

1. Idea Generation
2. Research
3. Content Planning
4. Editing, Review & Publishing