

Excel Clfford

Accountant | Social Media Manager | Virtual Assistant
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PROFILESUMMARY

A dedicated and detail-oriented Accounting graduate currently advancing in the Institute of Chartered Accountants of Nigeria (ICAN) program at the professional (Level 5) stage. Demonstrates a strong blend of analytical, administrative, and creative skills, with proven experience in finance-related tasks, social media management, content creation, and virtual assistance. Possesses excellent organizational and communication abilities with a passion for efficiency, innovation, and excellence in every assignment. Adaptable, disciplined, and committed to contributing effectively to any team or organizational goal.

CORECOMPETENCIES

Financial Recordkeeping · Administrative & Virtual Assistance · Marketing & Sales
· Content Creation & Management · Customer Relationship Management
· Data Entry & Reporting · Microsoft Office & Excel Proficiency
· Communication & Team Collaboration · Problem Solving & Time Management

PROFESSIONALSKILLS

- Strong numerical and analytical skills for managing accounts and financial records.
- Understands the basics of Data Analytics on Excel.
- Excellent digital literacy with proficiency in Microsoft Office (Excel, Word, PowerPoint) and Google Workspace.
- Creative thinker with the ability to plan and execute effective online marketing strategies.
- Skilled at providing administrative support, scheduling, correspondence, and report preparation.
- Goal-driven, able to work independently or within a team to meet deadlines and exceed expectations.
- Strong interpersonal and communication abilities for client and customer engagement. Reliable, organized, and adaptable in fast-paced environments.

PROFESSIONALEXPERIENCE

Social Media Manager | Virtual Assistant | Content Creator Feb 2025 -Nov
Royal Echo Creative Academy — Lagos, Nigeria

- Managed the organization's online presence across multiple social media platforms, improving audience engagement and visibility.
- Created educational and promotional content aligned with the organization's goals and target audience.

- Assisted with virtual administration, including scheduling, data entry, and email correspondence.
- Supported project planning, online classes, and digital marketing campaigns.
- Developed creative visuals and captions that contributed to consistent brand storytelling.

Sales Representative / Marketer
Longrich International — Lagos, Nigeria

August 2023-2024

- Promoted and sold Longrich products to new and existing customers.
- Recruited and managed sales team members to achieve monthly sales targets.
- Built strong customer relationships, enhancing brand loyalty and satisfaction.
- Implemented marketing strategies that increased client reach and product awareness.

EDUCATION

Bachelor's Degree in Accounting

Ekiti State University, Ado-Ekiti — *Graduated 2024*

Professional Qualification

Institute of Chartered Accountants of Nigeria (ICAN) — *Level 5*

PROFESSIONAL CERTIFICATION

Association of Accounting Technicians (AAT)

Certificate in Accounting and Finance — 2023 – 2024

Institute of Chartered Accountants of Nigeria (ICAN)

Professional Level (Level 5) — Ongoing

TECHNICAL & SOFT SKILLS

- Microsoft Excel, Word, PowerPoint
- Social Media Management (Instagram, Facebook, Canva, TikTok)
- Communication & Teamwork
- Time Management & Attention to Detail
- Marketing & Customer Service