

GRACE OLUWAYEMISI OYEDE

Social Media Manager | Content Creator

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PROFESSIONAL SUMMARY

Social Media Manager and Content Creator with 3+ years building brand presence and engaged online communities for HR technology, financial services, and consumer brands. Hands-on across the full content cycle: concept development, scriptwriting, graphic design in Canva and Adobe Creative Suite, short-form video editing in CapCut, publishing, and performance analysis.

CORE COMPETENCIES

Content Creation & Storytelling: Creative concept development; content ideation; content writing, copywriting and marketing copy; scriptwriting; visual storytelling; brand voice and messaging; thought leadership content.

Short-Form Video: Video concept, scripting, production and editing for Instagram Reels, TikTok, and comparable short-form platforms; hooks, captions, and pacing informed by performance data; CapCut editing.

Graphic Design & Visual Assets: Graphic design for social posts, carousels, and campaign creative; visual asset editing; creative briefing and art direction; brand-consistent visual output across channels.

Social Media Management: Multi-platform account management (Instagram, TikTok, LinkedIn, Facebook, X); content schedules and calendar development; consistent scheduling and publishing; post optimisation; attention to detail, deadline management, and reliable content delivery.

Community Management & Engagement: Monitoring comments, direct messages, mentions, and enquiries; prompt and professional audience response; social listening; audience relationship building.

Audience Growth & Trends: Growth strategy and audience research; social media trend monitoring and adoption; competitor analysis; influencer and partnership collaborations.

Analytics & Performance: KPI reporting and analysis; social media analytics; performance dashboards; engagement, reach, click-through rate, and conversion tracking; data-led content optimisation.

Tools: Canva, CapCut, Meta Business Suite, Hootsuite, Google Analytics, Notion, Jira, Slack, Cyfe, ChatGPT, Claude.

PROFESSIONAL EXPERIENCE

Social Media Marketing Manager

NotchHR | Jul 2025 - Aug 2026

- Owned content creation and publishing across LinkedIn, X, Instagram, and TikTok for a HR technology brand, taking ideas from concept through to published post.
- Developed monthly content calendars and kept output publishing consistently across every channel, balancing thought leadership, product education, customer stories, and campaigns.
- Translated complex HR technology concepts into clear, engaging content for HR professionals, founders, and business leaders.
- Directed visual production by developing detailed creative briefs and reviewing every asset for design quality, grammar, and brand alignment before publication.
- Tracked emerging social media trends and audience behaviour, converting the relevant ones into campaign and content concepts.

- Led brand collaboration with Marvel Advisory and coordinated brand presence at the Phillips Consulting and Africa Startup Week exhibitions.
- Monitored content performance and used the insights to refine strategy and improve results month on month.

Social Media Manager

TISV Digital | Oct 2023 - Apr 2025

- Wrote and produced 20+ video scripts averaging over 5,000 views each, using performance insights to sharpen hooks and pacing on subsequent videos.
- Developed and executed multi-platform content strategies that increased audience engagement by 30% within six months.
- Managed content calendars for multiple brand accounts, holding a distinct and consistent voice for each.
- Created educational, promotional, and thought leadership content for financial institutions and technology brands.
- Built monthly analytics dashboards tracking click-through rate, impressions, engagement, conversions, and audience growth.
- Conducted competitor and trend research to inform content direction and campaign positioning.
- Worked alongside designers to launch integrated campaigns across digital channels.

Social Media Manager

Mascot Vibes Gadgets | Jun 2022 - Oct 2023

- Produced 30+ short-form videos averaging 1,500+ views each for Instagram and TikTok.
- Grew overall brand reach by 10% within six months through audience-focused content.
- Sustained a 7%+ monthly engagement rate across Instagram and TikTok.
- Improved click-through rates by 15% through strategic scheduling and content optimisation.
- Managed daily community engagement, responding to comments, messages, and customer enquiries.
- Supported influencer marketing campaigns generating 20,000+ impressions.

EDUCATION

BSc, Mass Communication

University of Lagos | Dec 2017 - Jun 2023

CERTIFICATIONS

Google Digital Marketing & E-commerce Certificate - Google