

DAVID IDOWU

SOCIAL MEDIA MANAGER | CONTENT MANAGER | X (TWITTER) MANAGER

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PROFESSIONAL SUMMARY

Creative and detail-oriented Social Media Manager with hands-on experience managing and growing social media content, particularly on X (formerly Twitter). Experienced in developing engaging posts, artist discovery content, audience polls, music-related conversations, and promotional campaigns for an African music discovery platform.

Skilled in content planning, copywriting, audience engagement, trend identification, social media scheduling, community management, and performance monitoring. Also brings administrative and data-handling experience using Microsoft Excel and business management tools.

CORE SKILLS

- Social Media Management
- X (Twitter) Management
- Content Creation and Copywriting
- Content Planning and Scheduling
- Community Management
- Audience Engagement
- Social Media Growth
- Trend Research
- Poll and Engagement Content
- Music and Entertainment Content
- Artist Promotion
- Brand Communication
- Basic Analytics and Performance Tracking
- Microsoft Excel
- Administrative Support
- Record Keeping

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MANAGER / X (TWITTER) CONTENT MANAGER

BuxHat – Music Discovery Platform

2026 – Present

- Manage and develop daily content for an X (Twitter) music discovery platform focused on emerging African artists.
- Create engaging music-related posts designed to increase audience interaction, reach, and follower growth.
- Develop and publish Music Discovery content featuring emerging artists, songs, genres, countries, and track recommendations.
- Create Meet the Artist features highlighting artists, their musical backgrounds, genres, and notable tracks.
- Write short-form social media copy, captions, questions, polls, and audience engagement posts.
- Develop interactive four-option polls and discussion questions around music, artists, industry trends, and audience preferences.
- Research emerging African artists and identify music suitable for discovery and promotional content.
- Create recurring content formats, including New Music Friday, Genre/Scene Spotlight, Music Industry Insights, artist spotlights, and weekly recaps.
- Monitor audience response and use engagement patterns to improve future content.
- Support the growth and visibility of the platform by maintaining consistent posting and audience interaction.
- Contribute ideas for promotional campaigns, special occasions, and topical music conversations.
- Manage content with a focus on emerging African music and discovering new talent.

KEY ACHIEVEMENTS

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- Increased the platform's follower base by over 70% through consistent content creation, strategic posting, audience interaction, and targeted music campaigns.
- Significantly increased audience engagement by introducing interactive polls, artist features, music discussions, questions, and community-driven content.

- Improved content reach and audience interaction by creating engaging and trend-focused posts tailored to the African music audience.
- Strengthened the platform's visibility among emerging African music audiences through consistent artist discovery and promotional content.
- Helped build an active online community by encouraging conversations and audience participation around emerging artists and new music.

EDUCATION

Higher National Diploma (HND) in Accounting

REFERENCES

Available upon request.