

NAME AND PROFESSION

Ike Emeka

Social Media Management & Digital Growth Specialist

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PROFESSIONAL SUMMARY

Performance-driven Social Media Specialist, Virtual Assistant, and Customer Operations professional with a strong track record of driving targeted organic traffic, managing client relations, and handling international outbound/inbound operations. Expert in digital communication, audience conversion strategies, and online brand management. Combines front-end technical skills (HTML, CSS, JavaScript) with an analytical background in biochemistry and corporate sales psychology to optimize online visibility, resolve client challenges, and convert online interaction into measurable business growth.

CORE COMPETENCIES

- Customer Experience & Retention: Skilled in managing high-volume international inbound support, resolving complex client inquiries, and maintaining high satisfaction

metrics.

- **Digital Growth & Traffic Generation:** Specialized in organic audience growth, strategic content amplification, trend analysis, and high-visibility community engagement.
- **Outbound Lead Acquisition:** Proven success in cold calling, B2B/B2C pipeline management, live objection handling, and persuasive customer relation workflows.
- **Brand Voice & Persona Management:** Proficient in maintaining absolute brand consistency, aligning with corporate guidelines, and professional communication standards.
- **Web & Technical Literacy:** Content formatting, fundamental front-end web adjustments (HTML, CSS, JavaScript), and navigating modern CRM tools.

PROFESSIONAL EXPERIENCE

Customer Care Representative

Remote (Canada-Based Company) | September 2024 –
December 2024

- **Inbound Support Operations:** Managed high-volume client communications and inquiries, ensuring timely, empathetic,

and professional resolution of service issues.

- **Client Retention:** Utilized strong problem-solving skills to troubleshoot client challenges, de-escalate sensitive situations, and preserve long-term brand loyalty.
- **Data & System Logging:** Maintained rigorous accuracy in updating customer profiles, documentation logs, and support tickets within corporate CRM systems.

Cold Calling & Sales Specialist

Remote (Canada-Based Company) | June 2024 – September 2024

- **Lead Acquisition & Outreach:** Conducted strategic outbound phone outreach to targeted international prospects, initiating the sales pipeline and qualifying leads.
- **Objection Handling:** Mastered live conversational objection handling, active listening, and pitch tailors in a fast-paced environment.
- **Performance Metrics:** Maintained consistent daily call volumes and systematically logged communication outcomes to support marketing data analysis.

Social Media Virtual Assistant & Growth Specialist

Freelance

- Traffic & Visibility Management: Executed strategic engagement workflows under high-traffic business threads to systematically increase corporate profile visibility, impressions, and outbound link clicks.
- Content Strategy & Analytics: Identified and replicated top-performing, viral content formats to accelerate multi-platform follower acquisition and account reach.
- Account Optimization: Managed daily content calendars, cross-platform publishing schedules, and coordinated audience responses across active brand channels.

Digital Community Manager & Account Representative

Freelance (6+ Months)

- Inbound Communication: Handled corporate inbox communication, utilizing structured communication strategies to build brand loyalty and handle customer inquiries efficiently.
- Client Conversion & Support: Transformed casual social media followers into active clients and subscribers through highly personalized, professional interactions.
- Brand Protection: Preserved strict messaging and brand

voice guidelines across long-term communication campaigns to safeguard public image and customer trust.

TECHNICAL PROJECTS & SELF-TAUGHT EXPERTISE

Front-End Web Development (Self-Taught)

- **Technical Skill Acquisition:** Rigorously studied core web technologies including HTML5, CSS3, and JavaScript to build responsive, functional web elements.
- **Cross-Functional Benefit:** Leveraged code literacy to better understand web analytics, page structures, and SEO, directly optimizing digital marketing workflows.

EDUCATION

- Bachelor of Science (B.Sc.) in Biochemistry
Delta State University | 2016/2017 – 2020/2021

TOOLS & TECHNICAL WORKFLOW

- **Web Development:** HTML, CSS, JavaScript
- **CRM & Support Tools:** HubSpot, Salesforce (Basic), Zendesk/Helpdesk environments
- **Social Media Automation:** Typefully, Hypefury,

TweetDeck

- Office Productivity & Collaboration: Canva, Google Workspace, Slack, Discord

VALUE PROPOSITION

Why I Am an Asset to Your Team: I offer a robust blend of technical capability, customer-first communication, and outbound execution. Having successfully supported North American operations across both sales and support capacities, I understand how to manage client relations across different cultural demographics. Backed by a methodical, data-driven approach to problem-solving, I am fully equipped to handle the fast-paced demands of a modern corporate office.