

Jemimah Elewononi

Social Media Manager|Digital Marketer

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SUMMARY

- Social Media Manager with hands on experience in short form content creation, community engagement, and video marketing.
- Skilled in building audience engagement, developing content ideas and using storytelling to connect brands with their audiences.
- Experienced in managing brand pages, driving engagement growth, and using social media analytics to track content performance.

PROFESSIONAL EXPERIENCE

Playground.crd

05/2025 – Present | Lagos, Nigeria

Social Media Manager

- Developed content ideas and social media strategies for Instagram to improve audience engagement and visibility.
- Planned and managed social media content, including content calendars and campaign concepts.
- Contributed to increasing Instagram views from **8,000 to over 36,000 in one month**.
- Helped expand content reach, with **62% of views coming from non-followers** during the period tracked.
- Contributed to audience growth through consistent content planning and publishing.
- Supported content around Playground events and activities through creative concepts and short-form content.

Mass Communication Student Association

2023 – Present | Lagos, Nigeria

Public Relations Assistant

- Assisted with planning and promoting departmental events and student engagement activities.
- Supported publicity and communication for association programmes.
- Contributed to creating awareness around association activities among students.
- Assisted with communication and promotional efforts for departmental initiatives.

SKILLS

- Social Media Management
- Content Strategy & Planning
- Social Media Analytics
- Storytelling & Audience Engagement
- Campaign Development & Execution
- Short Form Video Creation

EDUCATION

University of Lagos — *B.Sc. Mass Communication*
Lagos, Nigeria | 2023 – Present

CERTIFICATION

Social Media Marketing — **Jobberman Nigeria**,
2024

LANGUAGES

English