

LEON ABIRE

Social Media Manager | Digital Marketing Strategist |
Content Creator

 Nigeria

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ABOUT ME

I am a creative and results-driven Social Media Manager with experience managing digital campaigns, building online communities, and creating engaging content for brands and organizations. I specialize in developing social media strategies that increase engagement, grow audiences, and drive brand awareness across multiple platforms.

My experience spans corporate brands, hospitality, fintech, nonprofit organizations, and event marketing, where I have successfully planned campaigns, designed visual content, managed communities, and analyzed performance to improve results.

WHAT I DO

- * Social Media Strategy
- * Content Creation
- * Content Calendar Planning
- * Community Management
- * Instagram Growth
- * Facebook Marketing
- * LinkedIn Marketing
- * TikTok Content Strategy
- * Event Promotion
- * Email Marketing
- * Influencer Collaboration
- * Paid Ads Strategy
- * Analytics & Reporting

TOOLS

- * Canva
- * Adobe Photoshop
- * Adobe Illustrator
- * CapCut
- * Meta Business Suite
- * Buffer

- * Hootsuite
- * Google Analytics
- * Google Workspace
- * Microsoft Office
- * Figma

SELECTED PROJECTS

1. Rotaract District 9112

Role: District Administrator & Social Media Manager

Responsibilities

- * Managed digital communications across multiple platforms.
- * Created promotional campaigns for district events.
- * Designed event flyers and marketing materials.
- * Coordinated online campaigns for conferences and trainings.
- * Increased engagement through strategic content planning.

Results

- ✓ Managed publicity for district-wide events
- ✓ Promoted conferences with hundreds of attendees
- ✓ Produced consistent branded content

2. DISCON 2026 Conference

Role: Marketing & Communications Lead

Responsibilities

- * Developed social media marketing strategy.
- * Created promotional graphics.
- * Planned countdown campaigns.
- * Managed event announcements.
- * Designed sponsorship proposals.

Achievements

- * Helped promote a conference with over 146 registered participants.
- * Coordinated communications before, during, and after the event.
- * Produced professional promotional materials.

3. Cowrywise Campaigns

Role: Digital Marketing Contractor

Responsibilities

- * Assisted with campaign promotion.
- * Created marketing materials.

- * Produced social media content.
- * Supported audience engagement initiatives.

4. Emmy Hotel & Suites

Responsibilities

- * Designed promotional content.
- * Managed hospitality campaigns.
- * Produced marketing visuals.
- * Supported customer engagement.

5. KAF Mall & Filmworld Cinema Promotions

Responsibilities

- * Developed promotional campaigns.
- * Designed weekly promotional graphics.
- * Created event marketing materials.
- * Increased visibility for entertainment events.

CONTENT I'VE CREATED

- * Event Flyers
- * Promotional Videos
- * Instagram Reels

- * TikTok Videos
- * Carousel Posts
- * Social Media Graphics
- * Event Branding
- * Digital Advertisements
- * Marketing Presentations
- * Email Campaign Graphics

SOCIAL MEDIA SERVICES

- * Brand Strategy
- * Content Planning
- * Monthly Content Calendars
- * Graphic Design
- * Copywriting
- * Community Management
- * Social Media Audits
- * Analytics Reports
- * Campaign Management
- * Event Marketing

WHY WORK WITH ME?

- ✓ Creative storytelling
- ✓ Strong visual branding
- ✓ Data-driven strategy
- ✓ Fast turnaround
- ✓ Excellent communication
- ✓ Experience across multiple industries
- ✓ Event marketing expertise
- ✓ Community building

CLIENTS & ORGANIZATIONS

- * Rotaract District 9112
- * Cowrywise
- * Emmy Hotel & Suites
- * KAF Mall
- * Filmworld Cinema
- * Optimus AI Labs

RESULTS

- * Successfully marketed district conferences and trainings.
- * Produced hundreds of branded social media designs.

- * Managed campaigns across Instagram, Facebook, LinkedIn, TikTok, and WhatsApp.
- * Supported event registrations through targeted digital campaigns.
- * Built engaging online communities around events and organizational initiatives.