

MUHAMMED ZUERA OYIZA

Content Creator | Social Media Manager

Lagos, Nigeria | 08072566793 | zueraoyiza5@gmail.com

Social Media Portfolio

https://www.tiktok.com/@zueras_era

https://www.instagram.com/zueras_era

<https://www.tiktok.com/@armelamay08>

Professional Summary

Creative and detail-oriented Content Creator and Social Media Manager with two years of experience creating engaging lifestyle and business content across TikTok and Instagram. Founder of Armela May, experienced in content strategy, copywriting, graphic design, short-form video editing, community management, and analytics.

Core Skills

Social Media Management, Content Creation, Content Strategy, Content Planning, Copywriting, Community Management, Customer Service, Canva, CapCut, Graphic Design, Video Editing, Trend Research, Social Media Analytics, ChatGPT, TikTok, Instagram

Experience

Founder & Social Media Manager – Armela May (Jul 2026–Present)

Manage the brand's TikTok presence, create content calendars, design graphics, edit videos, write captions, engage customers, and monitor content performance.

Content Creator – Zuera's Era (2024–Present)

Create lifestyle and business content for TikTok and Instagram; plan, film, edit, publish, research trends, and analyze performance.

Freelance Creative Projects

Designed branding concepts, promotional graphics, and social media content for clients.

Education

B.Sc. Accounting, Ladoke Akintola University of Technology (2025)

Languages

English, Yoruba, Ebirá