

OLUWASEUN EMEKA KADIRI

SOCIAL MEDIA MANAGER & CONTENT CREATOR

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PROFESSIONAL SUMMARY

Passionate and creative Social Media Manager and Content Creator with hands-on experience creating engaging short-form content, developing content ideas, planning content calendars, directing content production and managing online brand presence. Built a personal TikTok community of 34.9K followers and created multiple high-performing videos, including content that has reached 100K+ views. Strong understanding of TikTok and Instagram algorithms, audience engagement, social media trends and content strategy, with a genuine passion for turning ideas into content that gets attention and builds communities.

KEY HIGHLIGHTS

- **34.9K+** followers on personal TikTok platform
- **100K+** views on a personally directed and created departmental video
- **1K+** views consistently achieved by videos created for the department
- Multiple viral/high-performing videos created for business and social media pages
- Social Media Personality – Finalist / Merit Award, ASISA Dinner & Awards Night 2026

WORK EXPERIENCE

University of Lagos – Insurance Department | Social Media Manager

2024 – 2025 · Lagos, Nigeria

- Managed the department's social media presence and maintained an active, engaging online community.
- Created, directed and published short-form videos tailored to students and the department's audience.
- Personally directed and created a video that generated **100,000+ views**.
- Produced videos that consistently achieved at least **1,000 views**.
- Developed creative content ideas based on trends, audience interests and platform behaviour.
- Planned content schedules and coordinated content creation to maintain consistent online activity.
- Applied knowledge of TikTok and Instagram algorithms to improve content visibility and engagement.
- Engaged with the audience and monitored content performance to inform future content ideas.

Virtually Right | Social Media Manager

2022 – 2024 · Lagos, Nigeria

- Created creative and engaging social media content for businesses and managed their online presence.
- Developed content ideas based on brand goals, trends and audience interests.
- Ensured assigned business pages remained active, relevant and up to date.
- Created content schedules and planned dedicated days for content production.
- Directed content creation sessions and guided the execution of videos from concept to final content.
- Assisted with video editing and content preparation.
- Developed and maintained content calendars to support consistent posting.
- Created multiple high-performing and viral videos that generated significant audience reach and engagement.

Jessa's Hub | Social Media Manager & Content Creator

2021 – 2022 · Lagos, Nigeria

- Created engaging social media content to promote the brand's fabric products.
- Developed creative content ideas tailored to the target audience.
- Created content calendars and organized posting schedules for consistent online activity.

- Planned content around periods when the target audience was most active.
- Created regular posts and videos to maintain an active social media presence.
- Engaged with customers and audiences online to gather feedback and understand opinions about products and services.
- Supported the brand's online customer engagement and visibility.

Zikatrino Delicacies | Customer Service Personnel

2020 – 2021 · Lagos, Nigeria

- Provided customer service and responded to client enquiries and concerns professionally.
- Built positive customer relationships through effective communication and personalized support.
- Supported sales through customer engagement and product communication.
- Maintained accurate stock records and assisted with day-to-day business operations.
- Identified customer needs and suggested ideas that could improve products and services.

PERSONAL SOCIAL MEDIA EXPERIENCE

TikTok Content Creator – Wise Meka | Personal Platform

Built and manage a personal TikTok platform with **34.9K followers**. Experienced in content ideation, video creation, editing, audience engagement, trend identification and understanding platform algorithms. Content has generated strong organic reach, including multiple high-performing videos and 100K+ view performance.

CORE SKILLS

Social Media Management • TikTok & Instagram Strategy • TikTok & Instagram Algorithm Knowledge • Content Creation • Content Ideation • Content Calendars • Content Planning • Short-Form Video Creation • Video Editing • Content Direction • Audience Engagement • Community Management • Social Media Trends • Customer Engagement • Communication

EDUCATION

University of Lagos — B.Sc. Insurance | 2021 – 2026

Birrel Avenue Senior High School — S.S.C.E., Social Science | Completed 2019

AWARDS & RECOGNITION

Social Media Personality – Finalist / Merit Award

Actuarial Science and Insurance Students Association (ASISA) — Dinner & Awards Night 2026
3 September 2026



References: Available upon request.