

ONEKHENA VICTOR OGIE

Social Media Manager | Community Growth Strategist | Content Creator
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PROFESSIONAL SUMMARY

A driven Social Media Manager with hands-on experience building and managing online communities, executing cross-platform content campaigns, and growing brand presence across Instagram, LinkedIn, X, and WhatsApp. Adept at content calendar development, community engagement, and analytics-driven strategy, with a track record of delivering consistent, results-oriented digital content. Passionate about translating brand objectives into compelling narratives that connect with real audiences and drive meaningful engagement.

CORE COMPETENCIES

Social Media Strategy | Content Creation & Copywriting | Community Management | Campaign Planning & Execution | Content Calendar Development | Audience Engagement & Growth | Platform Analytics & Reporting | Brand Voice & Storytelling | Market Research & Trend Analysis

TOOLS & PLATFORMS

Social Media Platforms: Instagram | LinkedIn | X (Twitter) | WhatsApp | Facebook

Scheduling & Management: Buffer | Meta Business Suite | Hootle

Analytics: Meta Insights | LinkedIn Analytics | Native Platform Dashboards

Content Creation: Canva | CapCut

Productivity & Project Management: Asana | Google Workspace | Microsoft Office | Zapier

WORK EXPERIENCE

Social Media Manager • *Neara App*

August 2026 - Present

- Grew the brand's Instagram page from 6 to 23 followers since taking over content and engagement strategy in August 2026, a 283% increase.
- Reached 5,410 unique viewers and generated 12,157 total views since takeover, with 86.2% coming from non-followers, indicating strong organic reach well beyond the existing audience.
- Drove 264 profile visits, 71 bio link taps, and 658 content interactions across Reels, posts, and stories.
- Produced a Reel that reached 9.9K views organically, then boosted it in a 5-day Abuja-targeted campaign (NGN 33,205 budget) that reached 7,424 people and drove 345 website visits at NGN 59.83 per visit.
- Managed and responded to brand mentions, comments, and direct messages across social platforms, fostering positive audience interactions and strengthening brand perception.

Social Media Manager • *Circle60*

June 2026 - Present

- Manage Instagram and LinkedIn accounts for a care coordination and community platform focused on older adults and their families, producing carousels, static posts, flyers, banners, and content calendars.
- Grew LinkedIn impressions from 332 to 1,397 month-over-month (321% increase) through consistent carousel and static-post publishing.
- Drove 112 new followers, 93 of them organic, by identifying and scaling the brand's best-performing organic post format.
- Track platform analytics and recommend data-driven growth strategies, including a formatted monthly content calendar aligned to the brand's health-awareness campaign themes.

Engagement Specialist Virtual Assistant • *Jawless Fish*

February 2026 - April 2026

- Grew brand follower count from 40 to 110 followers within 2 weeks through targeted engagement and consistent content strategy - a 175% increase.
- Ran lead generation efforts that converted leads into potential collaborators at a 75% success rate.
- Improved content efficiency and reach by 30-45% through data-driven engagement strategies and audience analysis.

- Monitored brand mentions, comments, and messages across platforms, ensuring prompt and professional engagement that improved audience sentiment.

Social Media Community Manager • Akure Hiring Hub

August 2025 - October 2025

- Grew the community's WhatsApp presence from 1 group to 5 active groups, expanding reach and participation.
- Developed and scheduled community-focused content that drove consistent interaction and kept members informed and engaged.
- Served as the primary community voice, responding to inquiries, moderating discussions, and maintaining a positive, professional environment.
- Produced regular engagement reports, analysing performance data to guide content decisions and demonstrate growth to stakeholders.

Social Media Manager • Skills2scale Academy

July 2025 - September 2025

- Grew managed LinkedIn account from 674 to 1,034 followers in one month - a 53% increase through consistent strategic content.
- Achieved 626% growth in impressions and 1,100% increase in engagements over a 14-day period through analytics-driven content optimization.
- Reached 410 unique LinkedIn members in 2 weeks, exceeding total follower count and demonstrating strong organic algorithm distribution.
- Built and managed a structured content calendar ensuring consistent on-brand posting across all platforms.
- Conducted ongoing market research and competitor analysis to identify trends and inform campaign direction.
- Created high-performing content formats including carousels, promotional posts, and community prompts tailored to each platform's audience.