

ANDRA PHILIPS

Lagos, Nigeria

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PROFESSIONAL SUMMARY

Results-driven Social Media Manager and Customer Service Representative with strong experience in audience engagement, client communication, brand growth, and customer satisfaction. Skilled in managing social media platforms, creating engaging content, handling customer inquiries, resolving complaints, and maintaining strong client relationships. Adept at using communication, problem-solving, and digital marketing strategies to improve brand visibility and customer retention. Highly organized, proactive, and committed to delivering excellent customer experiences.

CORE SKILLS

- Social Media Management
 - Customer Service & Client Relations
 - Content Creation & Scheduling
 - Community Management
 - Complaint Resolution
 - CRM Tools & Customer Support
 - Instagram, TikTok & X Management
 - Canva & Basic Design
 - Social Media Analytics
 - Email & Live Chat Support
 - Communication & Interpersonal Skills
 - Sales Support & Customer Retention
 - Team Collaboration
 - Problem Solving
 - Time Management
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PROFESSIONAL EXPERIENCE

Social Media Manager

- Managed daily operations of multiple social media accounts across Instagram, TikTok, and X.
- Created engaging content calendars that increased audience engagement and brand visibility.

- Responded promptly to comments, DMs, and customer inquiries, improving customer satisfaction.
- Designed promotional campaigns that increased followers, reach, and customer conversions.
- Tracked performance metrics and prepared monthly reports using platform analytics.
- Collaborated with marketing teams to align content with business goals and campaigns.

Customer Service Representative

- Handled customer inquiries via phone, email, WhatsApp, Shopify and live chat professionally.
- Resolved customer complaints efficiently while maintaining high satisfaction levels.
- Processed orders, tracked deliveries, and provided accurate product/service information.
- Maintained customer records and updated CRM systems for efficient follow-up.
- Supported sales teams by assisting with customer onboarding and retention strategies.
- Built strong customer relationships through excellent communication and empathy.

Virtual Assistant

- Managed administrative tasks, scheduling, and customer communications.
- Supported business operations through email management and client follow-up.
- Assisted with social media posting, content planning, and customer response handling.

EDUCATION

Bachelor of Laws (LL.B)

University of Lagos — Lagos, Nigeria
400level

CERTIFICATIONS

- Social Media Management Certification — Udemy
- Customer Service Professional Certification — Udemy

ACHIEVEMENTS

- Increased social media engagement.
- Improved customer response time and satisfaction ratings significantly.
- Successfully managed high-volume customer interactions while maintaining service quality.
- Helped grow brand visibility through strategic content planning and audience engagement.