

RHODA UMUDI

SOCIAL MEDIA MANAGER & CONTENT CREATOR

 **Location:** Lagos, Nigeria  **Phone:** +234 9030015976  **Email:** ufuomanefe2015@gmail.com

PROFESSIONAL PROFILE

Creative and results-oriented Social Media Manager with hands-on experience developing content strategies, managing multi-platform social media accounts, and creating engaging digital content that strengthens brand visibility and audience engagement. Skilled in content planning, community management, short-form video production, copywriting, trend analysis, and campaign execution. Proven ability to translate business goals into compelling content that attracts, engages, and retains customers. Passionate about using storytelling, creativity, and data-driven insights to build impactful digital brands.

CORE COMPETENCIES

- Social Media Management
- Content Strategy
- Content Calendar Planning
- Short-form Video Production
- Copywriting
- Community Management
- Audience Engagement
- Social Media Analytics
- Brand Storytelling
- Influencer Collaboration
- Trend Research
- Campaign Planning

PROFESSIONAL STRENGTHS

- Creativity
- Storytelling
- Brand Communication
- Visual Content Creation
- Copywriting
- Adaptability
- Team Collaboration
- Time Management
- Attention to Detail
- Problem Solving

TECHNICAL SKILLS & TOOL SUITE

- Canva
- CapCut
- Meta Business Suite
- TikTok
- Instagram
- YouTube Shorts
- Snapchat
- Microsoft Office Suite
- Google Workspace

PROFESSIONAL EXPERIENCE

Social Media Manager & Content Creator

September 2023 – February 2026

Fasha Beauty Spot | Lagos, Nigeria

- Managed the brand’s presence across Instagram, TikTok, YouTube, and Snapchat, ensuring consistent and engaging content delivery.
- Developed and executed content strategies that increased audience engagement and strengthened brand visibility across multiple social media platforms.
- Planned and maintained monthly content calendars aligned with business goals, seasonal campaigns, and current social media trends.
- Produced engaging short-form video content using Canva and CapCut, creating educational, promotional, and lifestyle content tailored to the target audience.
- Wrote compelling captions, selected relevant hashtags, and optimized content for improved reach and engagement.
- Monitored audience interactions, responded to comments and direct messages, and fostered an active online community.
- Collaborated with influencers, models, and complementary beauty brands to increase brand awareness and expand audience reach.
- Contributed creative marketing ideas, promotional campaigns, and partnership initiatives that supported customer acquisition and business growth.
- Worked closely with management to develop marketing strategies that enhanced customer experience and increased repeat patronage.
- Monitored content performance and adjusted content strategies based on audience behavior and engagement metrics.

Customer Service Representative & Operations Support

November 2022 – February 2024

Smith & Smith Nigeria Ltd. (MyExtensionz Salon) | Lagos, Nigeria

- Managed customer enquiries, appointments, and service bookings while delivering excellent customer service.
- Supported social media and promotional activities by contributing creative ideas for marketing campaigns and brand visibility.
- Assisted in creating customer-focused promotional content and marketing initiatives.
- Maintained accurate customer records and administrative documentation to support daily operations.
- Collaborated with team members to ensure a consistent and positive customer experience.

EDUCATION

Bachelor of Science (B.Sc.) in Industrial Chemistry

University of Benin
2015 – 2019

PROFESSIONAL DEVELOPMENT

- Digital Marketing Fundamentals — Coursera
- Basics of Entrepreneurship: Thinking & Doing — Coursera
- Customer Relationship Management — Coursera

KEY ACHIEVEMENTS

- **Audience Growth:** Increased organic audience engagement and followership through consistent, high-quality, trend-driven content creation.
- **Brand Authority:** Boosted digital brand visibility significantly by implementing structured content planning and cohesive aesthetic styles.
- **Influencer Campaigns:** Successfully coordinated influencer and model collaborations that expanded campaign reach and drove conversion metrics.
- **Customer Experience:** Seamlessly bridged social media community management with customer service strategies, bolstering repeat business and customer retention.