

# SARAH EYINMOSAN

## Social Media Manager | Email Marketing Specialist

Open to Remote, Hybrid & On-site roles

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🔗 Portfolio: <https://www.mediawithteju.com.ng/portfolio/>

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## PROFESSIONAL SUMMARY

Data-driven Social Media Manager and Email Marketing Specialist with proven experience growing brand visibility, increasing engagement, and executing conversion-focused campaigns across tech and education sectors. Demonstrated success in scaling social media audiences (1,096 to 2,000+ followers), building high-performing content strategies, and delivering email campaigns with click-through rates up to 50%. Skilled in content strategy, audience growth, email automation, analytics, and cross-channel marketing.

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## CORE SKILLS

- Social Media Strategy & Content Planning
  - Audience Growth & Engagement Optimization
  - Email Marketing, Automation & Campaign Management
  - Lead Generation & Conversion Optimization
  - Copywriting & Content Marketing
  - Analytics, Insights & Performance Reporting
  - Customer Engagement & Community Management
  - Campaign Strategy & Execution
  - Video Content Creation & Editing
  - Landing Page Creation & Optimization
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## TOOLS & PLATFORMS

- Meta Business Suite
- Meta Ads Manager
- Canva
- CapCut
- Adobe Podcast
- InIndex
- Zoho Mail & Zoho Tools
- Airtable

- Trello
  - WordPress
  - Learning Management Systems (LMS)
  - Google Docs, Microsoft Word & Spreadsheets
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## PROFESSIONAL EXPERIENCE

### Social Media Manager | Email Marketer | Community Manager | Personal Assistant

**SkillsRave** – Port Harcourt / Remote

*Dec 2023 – Present*

In my role at SkillsRave, I have been responsible for managing and growing the brand's social media presence through strategic content planning, audience engagement, and consistent execution. I successfully increased the company's social media following from 1,096 to over 2,000 followers by developing targeted content strategies and optimizing engagement across platforms. I also created visual and written content using tools like Canva, ensuring alignment with brand voice and marketing objectives.

Alongside social media management, I handled email marketing campaigns, where I developed and executed lead generation strategies using email, WhatsApp, and Telegram. These campaigns achieved strong performance, with click-through rates ranging from 30% to 50%. I regularly tracked analytics, prepared reports, and used insights to refine campaign performance and improve conversion rates. My role also required strong attention to detail, effective communication, and coordination with stakeholders to ensure all content and campaigns were approved and aligned with business goals.

In addition, I supported executive operations as a Personal Assistant by managing schedules, handling communication, coordinating tasks, and following up on deliverables. This role strengthened my multitasking ability, organizational skills, and ability to work efficiently in a fast-paced environment.

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### Community Manager

**Nexio Digitals** – Remote

*Present*

As a Community Manager at Nexio Digitals, I manage and oversee a digital community while coordinating the activities of multiple social media handlers. I review and approve content before publication, ensuring it meets brand standards and aligns with overall marketing strategies. I also provide guidance and feedback to team members, helping improve content quality and consistency.

I actively engage with community members, facilitate discussions, and host learning sessions to encourage participation and growth. Through strong communication skills and attention to detail, I maintain an active and engaged community of 30–60 members, ensuring consistent interaction and a positive user experience.

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## **Social Media Manager | Customer Service Representative**

**9JACODEKIDS Academy** – Port Harcourt

*Dec 2022 – Nov 2023*

At 9JACODEKIDS Academy, I combined social media management with customer service responsibilities. I planned and executed content strategies that improved brand visibility and audience engagement across platforms. I also handled customer inquiries, responded to messages, and resolved issues promptly, which helped improve customer satisfaction and trust in the brand.

This role strengthened my communication skills, ability to multitask, and my understanding of how to align content with customer needs and expectations. I consistently ensured that both marketing and customer support functions worked together to support overall business goals.

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## **Social Media Manager**

**Codebot Technologies** – Remote

*Sep 2021 – Oct 2022*

In my role at Codebot Technologies, I developed and implemented social media strategies tailored to a tech-focused audience. I created engaging content, including copy and visuals, that aligned with the company's brand voice and marketing objectives. I also monitored performance metrics and used analytics to refine content strategies and improve engagement.

This experience helped me build a strong foundation in content marketing, data-driven decision-making, and digital communication, while also improving my ability to adapt strategies based on audience behavior and campaign performance.

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## **ADDITIONAL CAPABILITIES**

- Community Management & Moderation
  - Customer Service & Client Communication
  - Copywriting for Social Media & Email Campaigns
  - Video Editing & Multimedia Content Creation
  - Landing Page Development & Optimization
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## **EDUCATION**

**Bachelor of Arts (B.A.) – Mass Communication**

Rivers State University, Port Harcourt

*Sep 2017 – Nov 2021*

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## **AVAILABILITY**

Open to Social Media Manager and Email Marketing roles (Remote, Hybrid, On-site in Port Harcourt)