

AMA JENNIFER OGOCHUKWU

Social Media Manager | Brand Strategist | Content Creator

Phone +2349034285738 | Email Amajennifer97@gmail.com | [Portfolio link] | [LinkedIn]

PROFESSIONAL SUMMARY

Social Media Manager with 2 years of experience building and growing brand presence for edtech and faith-based organizations. Grew a community page from 500 to 1,100 **(+120%)**. Skilled in content strategy, short-form video, and copywriting across TikTok, Instagram, X, and Facebook.

EXPERIENCE

Brand Strategist, Content Creator & Social Media Manager — myBenkio (Nigerian edtech app) — [Start date] to Present

- Built and executed content strategy across TikTok, Instagram, X and Facebook from launch
- Wrote ad scripts, captions and campaign copy for student audiences
- Edited short-form video and visuals using CapCut and Canva
- Planned and managed content calendars and scheduling via Meta Business Suite

Social Media Manager — House of Psalms (church page) — [Start date] to Present

- Grew page following from 500 to 1,100 **(+120% growth)** through consistent content
- Planned, designed and scheduled regular posts
- Built an active, engaged online community

Social Media Manager — Personal Client (church member) — [dates]

- Managed day-to-day social media presence and content posting
-

SELECTED PROJECT

RideFi (Nigerian carpooling platform) — Social Media and Brand Growth Strategy

- Developed a 30-day launch strategy covering awareness, community, UGC, hashtag campaigns and creator activation
 - Defined KPIs for awareness, engagement, community growth and user acquisition
-

SKILLS

Social Media Management, Content Strategy, Brand Strategy, Short-Form Video Editing, Copywriting, Community Management, Campaign Development, Time Management

TOOLS

Canva, CapCut, Google Docs, Meta Business Suite, Microsoft Office

EDUCATION

Computer Science, National Open University of Nigeria (NOUN) — In View

Senior Secondary Certificate (SSC)

PROFESSIONAL DEVELOPMENT

Continuous training in social media management, branding, content creation and digital marketing