

Modupe Joshua

Profile

Creative Social Media Manager skilled in content creation, strategy, and organic growth, with hands-on experience managing brand accounts.

Education

Bsc(Ed) Business Education Sep 2019 – Nov 2023
Tai Solarin University Of Education, Ijebu Ode

Employment

Social media manager Aug 2025 - Nov 2025
WallX (500 Global '23), Lekki, Lagos State, Nigeria

- Participated in planning and execution of content ideas
- Assisted in brand communication and digital content flow
- Posted and scheduled content consistently across multiple social media platforms
- Edited videos for marketing, awareness and brand storytelling
- Collaborated with the marketing team to ideate campaigns and strategies for audience growth
- Tracked content performance to understand what drives reach and engagement
- Developed social media content calendars for structured and strategic content rollout
- Monitored analytics and insights to track content performance and growth

Social media manager Sep 2025 - Nov 2025
Joebanks Fashion House, Lagos State, Nigeria

- Planned and scheduled fashion-focused content across social media platforms.
- Shot and edited short-form videos that aligned with the brand's goals and aesthetics.
- Created engaging posts, captions, and visuals to promote products and collections.
- Managed Instagram from scratch, set up the profile, and created story highlights.
- Supported sales promotions and brand awareness campaigns.
- Monitored performance and adjusted content to improve reach and engagements.
- Generated 20,000+ organic impressions on Pinterest within a short period.
- Gathered 23,000+ monthly views on Pinterest
- Achieved 15,000+ organic impressions on a single Pinterest pin.

I consent to the processing of my personal data for the purpose of recruitment for the position to which I am applying.

Modupe Joshua

Gender
Female

Nationality
Nigerian

Skills

Content Planning

Social Media Scheduling

Video Editing

Content Calendar Development

Organic Growth

Analytics Monitoring

Time Management

Team Collaboration

Communication

Content Strategy

Content Creation

Social Media Management

Social Media Marketing

Paid Advertising

- Successfully launched and grew the brand’s Instagram presence from zero.
- Built a clean, professional brand look through consistent content and highlights setup.

Social media manager

Mar 2024 – Jul 2024

Gadget store, Lagos

- Monitored social media analytics to track performance, refine content strategy, and optimize campaign effectiveness.
- Collaborated closely with marketing teams to align social media efforts with broader brand goals and sales promotions, driving business growth.
- Created engaging contents to attract new followers and customers
- Helped increase page engagement and follower growth through creative campaigns and relatable contents
- Responded to customer messages and inquiries, helping to boost satisfaction and conversions.
- Increased post engagement rate by over 40% with strategic content planning.

Certificates

Entrepreneurship and small business training

Oct 2025

Project Management Professional

Nov 2025

Professional Diploma in Social Media Marketing and Management

Jan 2026