

# HALIMAT HASSAN

[hassanhalimat@gmail.com](mailto:hassanhalimat@gmail.com) +2348091935893 Army Estate, Kurudu, Abuja.

## SOCIAL MEDIA MANAGER

Creative and growth inclined with 3+ years working experience as Social Media Manager, creating contents and implementing strategies for B2B and B2C companies, and brands which led to Lead generation by 30% and customer retention.

### WORK EXPERIENCE

#### **SOCIAL MEDIA MANAGER | CONTENT CONCEPT CREATOR**

##### **Rayven Strategic Communications**

**July 2021-Current**

**Abuja, Nigeria**

- Curated content calendar and Social Media Road Map for clients' Social Media platforms like Facebook, Twitter and Instagram
- Independently created written copy for Clients and company's Social media
- Owned Company's social media presence on Instagram with 10 posts a week
- Created, Scheduled and distributed written content across platforms
- Ensured good work relationship with graphics design team

#### **SOCIAL MEDIA MANAGER**

##### **Vivere Eats**

**March 2022 - December 2022**

**Abuja, Nigeria**

- Organized and wrote content calendar with the aim of repurposing older relatable events
- Crafted campaigns on Instagram that generated leads by 30%
- Monitored insights and improved content quality
- Designed with Canva And Adobe Express
- Researched Banana Bread trends and upped quality

#### **SOCIAL MEDIA MANAGER**

##### **Leone & Grey**

**January 2021 - July 2021**

**Abuja, Nigeria**

- Developed photo shoot idea and coordinated collection production
- Proactively wrote copy for social media contents
- Actively contributed to brand growth by providing suitable contents that aligned with audience interest.
- Developed Social Media Roadmap that was duly followed which led to increase in followers by 50%
- Created and posted social media contents
- Managed Facebook and Instagram account simultaneously while sending out scheduled content for review

#### **SOCIAL MEDIA MANAGER**

##### **Sheri's Food Mart**

**December 2020 – November 2021**

**Abuja, Nigeria**

- Proactively created B2C contents that aligned with Audience interest

- Reported Social Media insights to CEO and implemented changes
- Provided graphic design contents when necessary using Canva and Spark Post (now Adobe Express)
- Handled campaigns and contributed my creative intuition to content development

## **SOCIAL MEDIA MANAGER&CONTENT WRITER**

### **Adsense Hub**

**September 2019 – November 2020**

**Abuja, Nigeria**

- Developed B2B contents that was actively posted across Instagram, Facebook and Twitter
- Distinguished suitable content type for different platforms
- Actively followed up on insights and reported weekly to CEO
- Provide contents for clients of different industries like Real Estate, Tech Solutions, Fashion, Food, Health, Beauty e.t.c

## **EDUCATION**

University of Abuja – B.A Theatre Arts  
January 2012 – January 2017

## **SKILLS**

Instagram, Facebook, Twitter,  
Later, LinkenIn,  
Social Media Ad Campaigns,  
Canva, Adobe Express,  
Google Drive  
Creative Storytelling  
Social Media Copy  
Detail Oriented  
Creative Thought Process  
Customer Relation  
Trend Researcher  
Insight Analysis  
Tactics and Strategy Development