



DORCAS OLADUNJOYE

SOCIAL MEDIA MANAGER

INFO

📞 09050890505

@ @Dorcaswilliams166@gmail.com

📍 49, Falolu Street Surulere

SKILLS

- Social Media Strategy
- Content Creation and Curation
- Team Leadership
- Analytics Tools (e.g., Instagram Analytics, Instagram Insights)
- Trend Analysis
- Graphic Design (basic knowledge)
- Excellent Written and Oral Communication

PROFILE

A dedicated and result-driven Social Media Manager with a proven track record of driving brand awareness, engagement, and conversion through strategic social media campaigns. Seeking to contribute my expertise and creative skills to an innovative team in a face paced environment.

WORK EXPERIENCE

Social Media Manager (Remote)

[MLpercussions], [Leicester, United Kingdom]

[May, 2022] - Present

- Developed and executed comprehensive social media strategies that led to a [300%] increase in brand visibility and a [100%] growth in website traffic.
- Created and curated compelling content for Instagram, LinkedIn, and TikTok, tailored to target audiences.
- Utilized social media analytics tools to track key performance indicators (KPIs), analyzed data, and adjusted strategies to meet or exceed objectives.
- Orchestrated successful influencer partnerships, resulting in a [100%] increase in user engagement and brand mentions.
- Implemented paid advertising campaigns with a focus on ROI, resulting in a [100%] increase in lead generation.
- Monitored industry trends and emerging platforms to keep the company's social media presence fresh and competitive.
- Collaborated with cross-functional teams, including marketing, design, and customer service, to ensure a consistent brand message and customer experience.

EDUCATION

Bachelor's degree (English and Literary Studies)

Federal University, Gombe State. 2019– 2022.

Secondary School Leaving Certificate (SSCE)

Federal Government Girls College Bwari-Abuja.

CERTIFICATIONS

Quantic School of Business and Technology (May 2020)

- Marketing Fundamentals
- The complete 2019 manager Bootcamp
- The social media marketing and management masterclass.