



# Francis David Mighty

Mid level Social Media marketer  
and Content creator

## PROFILE

Innovative Digital marketer and content creator with experience in sales so my specialty is using content to prospect new customers and directing traffic to your business which leads to sales. I have a clear understanding of Human relations as well as public relations, IT, and sales. I can also self-manage very well. I am a fast learner, and a team player that's ready to contribute to team success through hard work, attention to detail, and excellent organizational skills.

## EXPERIENCE

2023-2023  
IC Caribbean | Atlanta, Georgia

### REMOTE SOCIAL MEDIA STRATEGIST/CONTENT CREATOR INTERN

- Create content creation strategy for Facebook and Tiktok
- Facebook group administration and Management
- Tiktok page management and content creation
- Visual representation of the brand and creating engaging post through pictorial and video design
- Handled dropshipping for company Merchandising
- Gained US algorithm experience, ability to work in a remote setting.

2021-2023  
Smokebox Nigeria | 2 Kudang St, FCT Abuja

### SOCIAL MEDIA MARKETER

- Prospected new customers by knowing where to run specific ads to target a particular brand
- Paid social media advertising and ads management
- Content creation across Social media platforms
- Involved in technical writing and Graphic design both pictorial and video representation of products
- E-commerce development and management.
- ECWID Store design/management.
- Handled customer support for inquiries into the company.

2020 - 2021  
OnlyTourism Nigeria | 1 Uke st, Garki, Abuja.

### DIGITAL MARKETER

- Sold tourism and travel packages for customers, processed visas, planned events, and every form of logistics.
- Reached out to 20+ leads a day and qualifying customers according to their needs and lead nurturing
- I used tools like Mailchimp to monitor my mailing list properly,
- Social media management

2019- 2020  
Uwabson Computers | 23 Iwopin cl., Garki, Abuja.

### SALES DEVELOPMENT REP.

- Shopify store management
- Store Cataloguing
- Social media management

## CONTACT

### Address

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close, Area 1 Garki Abuja

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### Web

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## EDUCATION

2014 - 2018

**INTERNATIONAL RELATIONS  
AND STRATEGIC STUDIES**  
Novena University Ogume

## PRO.SKILLS

- Content marketing
- Content marketing tools
- Computer software and hardware expertise.
- CRM and spreadsheet knowledge.
- Digital marketing and Ads Knowledge.
- Public Relations skills.
- Content strategy development.
- Copywriting.
- Strategic Planning.

## ACHEIVEMENTS

Smokebox is a household name in vapes and smoking accessories in my division. Smokebox leads google search in Abuja for backwoods and number 2 in vapes search in Abuja.

## CERTIFICATION

- Influencer marketing - Acadium
- Social media marketing - Acadium
- Public relations- Acadium
- Digital Marketing professional - Udemy