ALISON JACKSON

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SUMMARY

I'm a results-driven Social Media Manager with a deep understanding of Twitter/X culture, trends, and audience behavior. I create engaging, brand-aligned content that builds loyal communities, drives conversations, and visibility. I've helped brands grow their presence and voice in real time. Skilled in strategy, content creation, analytics, and community management — I bring both creativity and conversion to the timeline.

WORK EXPERIENCE

Social Media Manager|Content Strategist| April 2025 - Present

- Manage and execute content strategy for the TEEKICKZ brand's X page, aligning posts with the brands luxury -youth sneaker identity.
- Create engaging , trend-driven content tailored to to Gen z and sneakers enthusiasts in Nigeria
- Develop copy,Visuals,and CTAs to drive interaction,product interest,and brand awareness .

Freelance Digital Marketer   Jan 2025 - May 2025

- Planned and executed social media content for lifestyle and fashion brands, increasing engagement by up to 60% in 3 months.
- Wrote high-converting captions and email sequences for product launches and brand storytelling.
- Conducted audience research and positioned brands with stronger, clearer messaging.
- Audited and redesigned Instagram feeds for visual consistency and audience retention.
- Supported brands with monthly performance reports and strategy revisions.

EDUCATION   Sep 2018- Jan 2023

- Bachelor Of Science In Biochemistry Obong University, Akwa Ibom.Nigeria

Certification & Courses

- Content Marketing & Copywriting — Udemy
- Social Media Marketing Fundamentals - Coursera
- Google Digital Garage - Fundamentals of Digital Marketing
- Digital Ad Certification-Aleph—-Digital Marketing

KEY SKILLS

- Digital Marketing Strategy
- Social Media Management (Instagram, LinkedIn, X, TikTok)
- Content Planning & Scheduling
- Copywriting & Caption Writing
- Brand Messaging & Audience
- Targeting
- Meta ,LinkedIn,Instagram and XAds (basics)
- Tools: Canva, Notion, Buffer, CapCut, ChatGPT, Google Docs, Trello