

Amuta Enuma Francisca

Social Media Manager

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📍 Lagos, Nigeria



Education

Bachelor of Arts, English and Literary Studies, University of Nigeria, Nuskka	2015 – 2019 Enugu, Nigeria
West African Examination Council Certificate, Federal Government College, Keffi	2005 – 2011 Nasarawa, Nigeria

Professional Experience

Importation Coach/ Digital Marketer/ Content Creator, FERENCE PALACE <ul style="list-style-type: none">• Manage Administrative duties and handle business Consultation Services• Provide support to clients in the process of Importation• Creating content that is educative for their target audience• Managing all Social media accounts• Setting up and managing online advertising campaigns• Optimizing content for search engine visibility• Identifying and engaging with influencers who can help the brand	2019 – present Lagos, Nigeria
Social Media Manager/Digital Marketer, Syscodes Communications Limited <ul style="list-style-type: none">• Managing all Social media accounts• Setting up and managing online advertising campaigns• Creating attention grabbing contents for the Company• Optimizing content for search engine visibility• Creating Facebook, Instagram and Google ads and targeting the right audience• Creating and curate engaging and attention grabbing contents for the Company• Stay up-to-date with the latest social media trends• Identify a comprehensive social media strategy	2022 – 2023 Lagos, Nigeria
Receptionist/ Customer Care Representative, House of Gold House <ul style="list-style-type: none">• Managing meetings• Scheduling appointment• Providing administrative support• Assisting with Customer inquiries• Answering Phones	2012 – 2015 Abuja, Nigeria

Skills

- Social Media Marketing
- Interpersonal Relationship
- Proficient in Digital Marketing tools
- Proficient in SEO Techniques
- Content Marketing
- Strong written and Verbal Communication Skills

Professional Certificate

Fundamentals of Digital Marketing

NITDA-Digital Economy Employability Programme