

Phone: 08037248267, 08024261396

e-Mail: nsikakekpo234@gmail.com

Address: 17, Bishop Oluwatosin Street,
Off Sarah Faboyede street, Bucknor, Isolo.

Summary

Social Media Manager with 4+ years of experience in developing and executing successful social media campaigns. Proven ability to increase brand awareness, engagement, and leads through creative content, strategic planning, and data analysis. Expertise in all major social media platforms, including Facebook, Twitter, Instagram, LinkedIn, Google / YouTube, and TikTok.

Skills

- Social media platform proficiency
- Content creation and writing
- Data analysis and reporting
- Campaign planning and execution
- Community management
- Influencer marketing
- Social media advertising
- Creative problem-solving
- Social media crises prevention and management
- Excellent communication and interpersonal skills

Experience

Social Media Manager - Think360 Africa

22 / 24 Shipeolu street, Shomolu.

2021 - Present

- Managed all aspects of the company and client's social media presence, including content creation, scheduling, and engagement.
- Developed and executed social media campaigns to promote new products and services, increase brand awareness, and drive traffic to the company website.
- Grew social media following by 20% in one year.
- Increased engagement rate by 15%.
- Generated over 10,000 leads from social media.

Digital Marketing Assistant / Sales Executive - DAMSHO Multi-Services

64 Oke-yeke street, Abeokuta.

2019 - 2021

- Enrolled and managed the company social media platforms. Grew its fan-base to a combined total of over 7,000 in 1 years.
- Improved B2B / B2C sales by 15% through gaining of new online market leads for the company's products and services, while managing existing off-line customers effectively and bringing them online.
- Assisted with the development and execution of social media sales campaigns for its products and services.
- Created and scheduled social media content.
- Managed social media communities.
- Set KPIs and monitored social media analytics and reported on performance.

Education

Bachelor of Science in Business Administration - (In-view)

University of Lagos, Akoka, Lagos.

Mini MBA - 2021

Tekedia Institute, Boston, Massachusetts.

Certifications

- Aleph Digital Marketing Expert Certification
- HubSpot Advanced Social Media Marketing Certification.
- Quintly Social Media Analytics Certification.
- Google Fundamentals of Digital Marketing.

Awards and Recognition

- Emerald magazine award for Outstanding Social Media marketing Practitioner of the Year (2022).

Projects

- Led the social media campaign for DAMSHO Multi-Services new product supply launch, resulting in a 10% increase in sales in the first month.
- Managed the social media presence for Think360 Africa's client during a crisis, helping to maintain positive brand sentiment and minimize reputational damage.

References

Available upon request.