

# KUNLE - LAWAL AMINAT

Lagos, Nigeria | [justabebi@gmail.com](mailto:justabebi@gmail.com) | (+234) 8123588347

## PROFILE SUMMARY

Performance-driven Social Media Manager with over 3 years outstanding record of elevating engagement and cultivating growth across diverse platforms. Renowned for crafting magnetic content, strengthening brand presence, and nurturing vibrant online communities. Possesses exceptional communication acumen, adept creative problem-solving abilities, and an unwavering passion for staying at the forefront of dynamic social media trends.

## CORE COMPETENCIES AND TECHNOLOGIES

- Social Media Strategy
- Branding
- Google Analytics
- Customer Service
- Public Relations
- Hashtag Optimization
- Audience Targeting
- Copywriting
- Content Creation
- Community Management
- Brand Development
- Influencer Collaboration

## PROFESSIONAL EXPERIENCE

### Faculty of Law, University of Lagos

Nigeria (Remote)

*Social Media Manager*

November 2021 – June 2023

- Orchestrated comprehensive social media strategies resulting in a 50% increase in followers on social media platforms and a 60% boost in engagement.
- Crafted and curated captivating content across multiple platforms, consistently aligning with brand messaging.
- Fostered a vibrant online student community through active engagement and responding to inquiries and comments.

### Hebmodels

Lagos, Nigeria (Remote)

*Social Media Manager*

June 2022 – May 2023

- Spearheaded social media campaigns that elevated brand visibility, resulting in a 70% growth in online presence.
- Managed and analyzed performance metrics to refine strategies and achieve optimal results.
- Worked in tandem with the marketing team to streamline messaging across customer interactions.

### Desire1709 Fashion

Lagos, Nigeria

(Remote)

*Social Media Manager*

June 2020 – August 2020

- Conceptualized and executed social media campaigns resulting in a boost in brand awareness.
- Responded to customer inquiries and comments, enhancing customer engagement and loyalty.
- Contributed creative ideas to enhance the brand's online presence.

## EDUCATION

Bachelor of Laws – University of Lagos, Nigeria

2024

## INTERESTS

Tech | Content Creation | PetCare | Fitness.