

GLORY EFFANGA

VIRTUAL ASSISTANT

ADO ROAD, 101245, LAGOS | 09079784693 | GEEFFANGA@GMAIL.COM

ABOUT

A freelance virtual assistant who is proficient in handling administrative projects, including but not limited to: document creation, data entry, and social media management. Can work one-on-one with small businesses to provide flexible and affordable administrative support. Highly dynamic with about five years of experience providing administrative and Management support to Clients. Adept in multitasking and effectively prioritizing tasks to achieve the best outcome. Skilled at building effective and productive working relationships with clients and staffs. Committed to professional and personal excellence.

WORK EXPERIENCE

SOCIAL MEDIA MANAGER / PERSONAL ASSISTANT

October 2022 till Date

Eff Swift Consult

- Designing of Graphics for placement of advertisement
- Creation of Contents for promotion and scheduling of Posts for social networks
- Establishing excellent customer relationship with clients, Scheduling and Organizing Meetings with Clients and ensuring customers satisfaction
- Responding to inquiries via telephone and email base on specific guidelines of the organization
- Monitoring and Achieving agreed targets for each months
- Compiling and Analyzing daily, weekly, monthly and yearly Report
- Ensuring Quality control and satisfactory customer service
- Business planning and managing heavy load administrative task
- Provide high quality professional administrative service to all clients
- Maximizing the use of online media channels to deliver services and communicate with clients

CONTENT CREATOR

January 2021 - March 2021

African Africana, Lekki, Lagos

- Responsible for creation of content on social networks, monitoring engagements, outcomes in relation to Organizational goals
- Responsible for editing and proof reading written articles prior publications, correct as necessary and ensure article is excellent for publication
- Responsible for brand promotion through strategies, plans, and implementation
- Research and survey the market
- Maintained positive work ethics
- Analyzing result against organizational goals and ensuring targets are met
- Created Weekly email newsletter that was sent out to client and Analyze it's result

- Increased Marketing Content inventory for the organization
- Collaborated with marketing teams on social media campaigns and increased engagement
- Increase online traffic through digital marketing and promotions
- reported analytics to ensure the sales trend across multiple channels

DIGITAL MARKETER

March 2018- October 2020

Papismilly Empire, Gasper, Lagos

- Devising campaigns to maintain the brand
- Performing Market research strategy with other marketing professionals
- Content Creation
- Data analysis
- Optimizing digital channels to reach customers, build awareness, promote products and services of the brand
- Executed organic and paid social media campaign
- Created business correspondence, spreadsheets, and presentations
- connected with Influencers to increase reach of company's post
- supported the development of the strategic reactivation campaign increasing customer retention rate
- Participated in brainstorming meetings, contributing innovative ideas for upcoming marketing initiatives and branding efforts
- Reviewed and proofread creatives to verify brand compliance across all communication channels

RELEVANT SKILLS

- Project Management
- Accurate Data Entry
- Internet Research
- Problem Solving
- Graphics Design
- Office Software
- Appointment Setting
- Time Management
- Written Communication
- Telephone and Email Etiquette
- Proofreading
- Customer Service

EDUCATION

DEGREE

2016 - 2019

Bachelor Degree in International Relations

IRGIB Africa University, Cotonou, Benin Republic

INTEREST

- Creating Social Media Content
- Networking
- Traveling

REFERENCE

Available on request