

ESTHER OPEYEMI SAMUEL

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Websites, Portfolios, Profiles

- <https://www.linkedin.com/in/esther-samuel-499a501b3>
- Public relations officer, Nysc community development service for Hiv/Aids awareness

Professional Summary

Dedicated professional with successful track record in managing profiles on social media platforms like Facebook, Twitter, LinkedIn, and Instagram through content writing and digital marketing.

Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boost sales.

Accomplishments

- Wrote over 60 technical documents from original conception to completion with accuracy and efficiency.
- Grew social media audience by 75% through grassroots marketing plans incorporating social media campaigns.

Skills

- Social Media Management
- Digital Technology
- Content Creation and Curation
- Promotional Marketing and Advertising
- Speech Writing
- Originality and Creativity
- Digital Content Development
- Search Engine Optimization Expertise
- Research Writing
- Copyright Procedures and Protocols
- Proofreading
- Customer Demographics
- Audience Engagement
- Visual Storytelling
- Brand Strategy
- Adaptability and Flexibility
- Dependability and Cooperation
- Effective verbal and non-verbal communication

Work History

Social Media Manager/Content Creator

01/2023 - 05/2023

Espact – Lagos

- Developed and implemented comprehensive social media strategies to drive brand growth, increase engagement, and enhance brand visibility across various platforms.

- Created and curated compelling and visually appealing content for social media channels, including Facebook, Instagram, Twitter, and LinkedIn.
- Responded to customer inquiries and addressed feedback in a timely and professional manner.
- Conducted market research and competitor analysis to identify content opportunities and stay ahead of industry trends.
- Utilized SEO principles to optimize content and increase organic reach.
- Produced high-quality and engaging content for various social media platforms, including blog posts, articles, infographics, videos, and visual graphics.
- Collaborated with the marketing team to develop content strategies aligned with the brand's objectives.

Copywriter (Freelance)

10/2022 – 01/2023

DeIshola Consults – Lagos

- Owned copywriting for assigned device and service brands—taglines, why buys, detail page headlines, digital ads, and retail signage—while adhering to an authentic brand voice.
- Partnered with creative department to concept stories and big ideas for service launches and events
- Worked closely with product marketing, brand creation, and site merchants to develop creative strategy and positioning.

Digital Marketer

12/2021 - 08/2022

Ecree Technologies – Abuja

- Drove email acquisition and marketing campaigns to support key business initiatives across account management, new business development and customer experience.
- Executed digital e-commerce marketing strategy, SEO and SEM and social media content.
- Measured and report performance of all digital marketing campaigns, and assessed against ROI and KPIs.
- Administered marketing calendar and posted new content to coincide with new product and service releases.
- Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
- Proactively engaged with clients by phone, email and in-person, which helped established long-term, lucrative relationships.
- Drove digital and enterprise collaboration across functional teams, focusing on delivery and continuous process improvement.

Content Writer (Remote)

02/2020 - 05/2022

Dshekina Kids – Lagos

- Evaluated project requirements and content standards for each project to produce copy in line with creative structure.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Completed accurate and polished formatting in line with publishing standards prior to submission.

- Wrote fiction or nonfiction prose such as short stories, novels or biographies as well as advertising material for use in promoting sale of goods and services.

Education

Bachelor Of Science: Sociology

11/2021

University of Lagos - Akoka

Affiliations

- Project Management Institute
- Member, National Association of sociology students

Certifications

- Certificate of National Service - 2022
- The fundamentals of digital marketing - Google digital garage
- Diploma in Information communication technology

Languages

Yoruba: Native Speaker

English: C2

Proficient

Technicalities

Canva

Microsoft office

Html

CSS

Referees

Available on request