

Covenant Nsa

Social Media Manager

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Career Profile

A social media manager and brand storyteller with 4+ years of experience in social media management, content marketing, and branding.

Have worked with over 15 businesses and brands, helping them leverage social media to amplify brand authority and presence.

Excellent communication skills, strong team work and creative story telling skills to help foster strong brand presence.

Work Experience

THR MEDIA, Abuja, Nigeria

Platforms and digital community manager, March, 2021–present

- Successfully spearhead campaigns on social media platforms including Facebook and Instagram
- Manage social media planning for execution of strategies and community management
- Monitor online presence of company's brand and engage with users, strengthening community relationships and trust
- Manage online community and facilitate engagement and free flow of information

Theearthpulse.com, Nigeria

Social media manager, Jan 2022–present

- Maintained strong social media and brand presence across Facebook and Instagram platforms
- Developed audience-centric content and designs which, effectively increasing followers by 50% in the first month and 20% in the subsequent months
- Fostered engagements and brand awareness
- Utilized social media analytics to track consumer engagement and report monthly

Biomasy, Delaware, US

Social media manager, March 2022–present

- Maintaining a strong presence by creating informative and education visual content
- Fostering audience growth, engagements and brand awareness

Tonqo Publishers, Lagos, Nigeria

Social media manager. Sept. 2021 – March 2022

- Fostered brand trust and relevance through engaging content and meaningful conversations
- Effectively managed brand presence across Facebook, Instagram and LinkedIn
- Gave monthly reports accordingly

Other pages I have managed

- ✓ **Nahoti dezines, Dallas, Texas**

Fashion house – Mar. 2022

- ✓ **Sugar n’ Spice bakeshop, Calabar, Nigeria**

Coffee shop – Dec – Mar. 2022

- ✓ **Eneakelvinofficial,**

Arstiste. - Sept. 2021 – Nov. 2021

- ✓ **Zaapmart, Calabar, Nigeria**

Online store - Jan 2021 – Mar. 2021

Key skills

- Content Development
- Social Media Management
- Brand storytelling
- Canva graphics design
- Creative writing
- Effective communication
- Social media revamp and optimization

Certifications

- HubSpot – Social media marketing certification
- eMarketing Institute - Content Development certification
- Google digital skills for Africa - Digital marketing certification
- IREX Communication Skills Certification

Education

AFRICAN LEADERSHIP UNIVERSITY

BEL, Entrepreneurial leadership

Inview
