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|  | Deborah Osifeso  Social Media Manager | | |  |
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| Contact Lagos, Nigeria  +2349152382315  [fesodebbie@gmail.com](mailto:fesodebbie@gmail.com) | | Profile Summary Dedicated and results-driven Social Media Manager with 2 years of experience in developing and executing effective social media strategies. Proven track record of increasing brand awareness, engagement, and driving measurable results. Seeking to leverage my expertise to help organizations achieve their digital marketing goals. | | |
| Skills Social Media Strategy Development  Content Creation and Curation  Social Media Advertising  Analytics and Performance Tracking  Community Management  Content Calendar Management  Audience Research and Targeting  Competitor Analysis  Excellent Communication Skills  Proficient in Social Media Management Tools Certificates **Content Creation Program (Business Mentorship Program)**  2020  **Social Media Management (Business Mentorship Program)**  2020 | | Experience February 2021 to Date  **Social Media Manager • Lukan Empire Spa Lounge**   * Develop and execute comprehensive social media strategies across multiple platforms, including Facebook, Instagram, Twitter, and LinkedIn, resulting in a 30% increase in overall online engagement. * Create and curate compelling content, including text, images, and videos, to enhance brand visibility and customer engagement. * Monitor social media trends and industry developments, ensuring that the company remained at the forefront of digital marketing practices. * Conduct regular performance analysis using analytics tools to track key metrics, and provided data-driven insights to improve social media ROI. * Collaborate with cross-functional teams to align social media efforts with overall marketing and business objectives.   **Portfolio**  https://medium.com/@fesodebbie  <https://www.facebook.com/lukanempirespa>  <https://www.instagram.com/p/CPyuMTkhpPV/?igshid=NTc4MTIwNjQ2YQ>==  <https://www.instagram.com/reel/Cnn3hQijsWI/?igshid=NTc4MTIwNjQ2YQ>== https://www.facebook.com/100009874146078/posts/pfbid07bgv1gzHV3g2EZx1MMLvGyPc3ewwanZ19d https://www.facebook.com/100009874146078/posts/pfbid037avTPpuY83ZKiw4LtnecUjnSpLDVctgxRLeHNttvDgNchriBvejU7jpc9SKSbdjTl/?app=fbl eaSiJLbKDW1jh85q9cJ2i79absggqXl/?app=fbl https://www.facebook.com/100009874146078/posts/pfbid0Xb8nKt4oqg1piWg4Z54hsiwS1Y7PCs8q1u5yXMVPK2uW3EWrvewrTTrcZHvMV9a9l/?app=fbl https://www.facebook.com/100009874146078/posts/pfbid02DffwKfbkBmspNdpeoJ1AvU2KmrjFBHEGguB24bt https://www.facebook.com/100009874146078/posts/pfbid0K3MnkY9o2NbJHmFZypDxKm3NaQpeeLY3rme2RmW1FfyhUsjsxytbcJ4YtJ1hU6XFl/?app=fbl xfarFeFvhzM2EBvgAizhK4WXYl/?app=fbl   Education Obafemi Awolowo University, Ile-Ife Osun State  B. Sc. (Ed.) Political Science   References [Available upon request.] | | |
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