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|  | Deborah Osifeso Social Media Manager  |  |
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| ContactLagos, Nigeria +2349152382315fesodebbie@gmail.com | Profile SummaryDedicated 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.  |
| SkillsSocial Media Strategy Development Content Creation and Curation Social Media AdvertisingAnalytics and Performance TrackingCommunity ManagementContent Calendar ManagementAudience Research and TargetingCompetitor AnalysisExcellent Communication SkillsProficient in Social Media Management ToolsCertificates **Content Creation Program (Business Mentorship Program)**2020**Social Media Management (Business Mentorship Program)**2020 | ExperienceFebruary 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  EducationObafemi Awolowo University, Ile-Ife Osun StateB. Sc. (Ed.) Political Science  References[Available upon request.] |
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