



# Esther Obadunmi

Social Media manager

Abuja (F.c.t.) 904105, Federal Capital Territory, Nigeria

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## Links

[LinkedIn](#)

## Languages

English

## About

Highly motivated Social media manager with 3 years of experience raising brand awareness and reputation through expert marketing strategy. Maintaining productive professional media relations for optimal brand exposure and increased company success. To seek and maintain full-time position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills

### BRANDS WORKED WITH

MoyoFits

SMB Digital Agency Maryland

## Experience

### ● Social Media Manager

SMB Digital Agency Maryland | Dec 2022 - Now

Managed curation of relevant , engaging content for Facebook and Instagram. Created and managed social media calendars tenaciously. Created more brand awareness for the company. Built a following. Created effective posts on Instagram and Facebook. Interacted on different platforms. Evaluated efforts and optimized based on insights. Gathered data on engagement rate, reach and impressions to enhance online campaigns.

### ● Social Media Manager

MoyoFits | Jan 2020 - Dec 2022

Scheduled social media posts using Instagram in app scheduling tool to optimize reach and maximize community engagement. Facilitated social media communities by developing productive discussions. Developed and implemented overarching social media strategies, informing decision-making on future campaigns. Performed regular research to stay abreast of emerging social trends, retaining position as industry leaders. Served as brand guardian and implemented consistent visual identity. Prepared design briefs for graphics.

## Education & Training

2021

### ● University of Ilorin

BSC PHYSIOLOGY,