

EMWOINGBON KELVIN ALBUDEFE

Social Media Manager

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PERSONAL PROFILE

Dedicated Social Media Manager with hands-on experience creating engaging content, growing followers and increasing online presence.

CAREER OBJECTIVE

To help brands grow through consistent content, strong storytelling and community engagement, while growing in strategy and analytics.

SKILLS

- Social media marketing (Instagram, Threads, Facebook, X, YouTube)
- Content creation – writing, captions, graphic design, short video
- Social media strategy, community engagement & management
- Analytics: Instagram Insights, Facebook Insights, X Analytics
- Tools: Canva, Facebook Ads Manager, Hootsuite, Buffer, Sprout Social

WORK EXPERIENCE

Social Media Manager – Self-Employed / Personal Project | Jan 2025 – Present

- Create & manage content, captions, Canva graphics, plan posts, engage followers
- Grew account from 100 to 1,100 followers (1,000% growth)
- Increased engagement from 200 to 800 likes/comments per post (300%)

EDUCATION

- **LINA Group of School** | **FSLC** | **2007 – 2013**
- **Niger College School** | **S.S.C.E** | **2014 – 2020**
- Self-taught – Social media management and online marketing

PROJECT

Personal Social Media Content Project – threads.com/@barcaupatatng

- Managed accounts, created daily content, grew followers and engagement.

TOOLS

Canva | Facebook Ads Manager | Google Analytics | Hootsuite | Buffer

REFERENCES

Available on request.

CREATE • ENGAGE • GROW