OLALEKE JOEL IFEOLUWA

SOCIAL MEDIA MANAGER | SOCIAL MEDIA STRATEGIST | CONTENT STRATEGIST

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PROFESSIONAL PROFILE

Social media manager and content strategist experienced in supporting brands, business owners, coaches, consultants and authors with digital presence, content planning, audience engagement and promotional campaigns. Skilled in developing content calendars, creating platform-ready graphics and short-form videos, managing publishing workflows, engaging online communities and reviewing performance insights. Comfortable working remotely with clients and collaborating across creative and marketing teams.

CORE COMPETENCIES

Social media strategy and account management • Content planning and editorial calendars • Social copywriting, captions and calls to action • Graphic design and branded content • Short-form video editing and content repurposing • Scheduling, publishing and platform management • Community management and audience engagement • Trend, hashtag and competitor research • Campaign planning and promotional support • Lead and enquiry follow-up • Social media analytics and performance reporting • Client communication and remote collaboration

PLATFORMS & TECHNICAL TOOLS

Platforms: Instagram, Facebook, TikTok, LinkedIn and YouTube

Tools: Canva, CapCut, Meta Business Suite, ChatGPT, Buffer, Hootsuite, Sprout Social, Metricool, Later, Adobe Express, Notion, Google Analytics, Trello and TikTok Studio

PROFESSIONAL EXPERIENCE

R3Co Services | 2021–Present

Founder | Social Media Manager & Content Strategist

- Develop social media strategies and content plans for business owners, entrepreneurs and growing brands.
- Plan content pillars, editorial calendars and publishing schedules across Instagram, Facebook, TikTok and LinkedIn.
- Create and coordinate branded graphics, captions, promotional content and short-form videos.
- Manage publishing workflows, audience engagement and community communication.
- Plan campaigns supporting brand awareness, service promotion, launches and lead generation.
- Review account performance and recommend content improvements based on audience response.

Itech Homes & Property | 2022

Social Media Manager

- Supported the brand’s social media presence with property-focused content and promotional communication.
- Planned and prepared content to present property offerings, strengthen brand visibility and encourage enquiries.
- Created social media copy and coordinated publishing and audience engagement.

Genius Limitless LLC | 2023

Social Media Manager

- Supported publishing and author-focused social media communication.
- Prepared promotional content and messaging to increase awareness of authors, books and publishing services.
- Contributed to content planning, publishing consistency and audience engagement.

BC Tracker | 2024

Social Media Manager

- Developed and implemented social media content plans to support brand visibility and online presence.
- Created graphics, captions, promotional posts and short-form video content.
- Managed publishing schedules, monitored audience interactions and reviewed content performance.
- Researched relevant trends, hashtags and competitor activity to inform content decisions.

Independent Business Owners | 2025

Freelance Social Media Manager

- Managed social media content and publishing activities for individual business owners across different industries.
- Created content calendars, branded graphics, captions and promotional videos.
- Supported profile presentation, customer enquiries, audience engagement and promotional campaigns.
- Reviewed content response and suggested practical improvements to strengthen visibility and enquiries.

Coaches, Consultants & Authors | 2026

Social Media Manager

- Built content plans around clients’ expertise, services, books and target audiences.

- Turned ideas and subject knowledge into educational, promotional and reader-focused social content.
- Created branded graphics, captions and short-form videos, and supported consistent publishing.
- Supported personal-brand visibility, audience engagement, book promotion and online community development.

MaxBuild Group | 2026

Business Development & Marketing Assistant (NYSC)

- Supported the creative content and marketing teams with promotional activities and brand communication.
- Assisted with lead generation, prospect follow-up, marketing materials and internal documentation.
- Contributed to campaign coordination and day-to-day business development support.

Sellismart | 2026

Junior Sales Associate | Sales & Customer Success

- Supported customer acquisition and onboarding conversations for a business management and POS platform.
- Explained platform features, responded to customer questions and followed up with prospective customers.
- Gathered customer feedback and supported customer communication and retention.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Google Digital Marketing & E-commerce Professional Certificate
- Meta Social Media Marketing Professional Certificate
- HubSpot Social Media Marketing Certification
- Google Analytics Certification
- Hootsuite Social Marketing Certification
- LinkedIn Marketing Foundations

EDUCATION

Higher National Diploma (HND), Electrical & Electronics Engineering — The Polytechnic, Ibadan | 2023