

# Emmanuel Adam

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## Professional Summary

Creative and results-driven Social Media Manager with 9+ years of experience building brand awareness, driving engagement, and managing digital campaigns across multiple platforms. Skilled in content strategy, analytics, and community management with a strong background in visual design and digital marketing. Adept at aligning social media initiatives with organizational goals to achieve measurable results.

## Key Skills

- Social Media Strategy & Campaign Planning
- Content Creation & Scheduling (Canva, Buffer, Meta Suite)
- Analytics & Performance Reporting (Meta Insights, Google Analytics)
- Community Management & Customer Engagement
- Branding & Visual Design
- Influencer Outreach & Trend Monitoring
- Microsoft Office & Google Workspace
- Strong Communication & Time Management

## Professional Experience

**Social Media Manager** | Freelance / Remote | 2022 – 2024

- Developed and managed content calendars for Instagram, Facebook, LinkedIn, and X (Twitter).
- Designed branded graphics and videos using Canva and Adobe tools.
- Monitored analytics to improve reach and follower growth.
- Handled community engagement, responding to comments and messages.
- Coordinated online campaigns, promotions, and collaborations.

**Administrative Assistant** | IRSCRS – Nigeria | 2024 – Present

- Supported internal communications and maintained social media updates.
- Drafted newsletters and created engaging content for institutional activities.
- Assisted in planning events and coordinating digital campaigns.

## Education

NCE, Office Technology & Management Education | Federal College of Education (Technical), Yaba – Lagos | 2021

## Certifications

- Social Media Marketing & Management
- Google Workspace Certification
- Virtual Assistant Training
- Rotary Youth Leadership Academy – Rotary District 9110, Nigeria
- Federal Ministry of Youth and Sports Development, Abuja
- Graphics Design Certification
- Leadership & Organising – Christ Ambassadors Students Outreach (CASOR), Nigeria

## References

Available on request.