

# Emmanuel Omali, Freelance Social Media Marketer

## PROFILE

I leverage my expertise to craft engaging digital campaigns that drive remarkable brand growth. With years of experience in strategically curating content and optimizing strategies, my achievements include boosting client engagement by 200% and significantly enhancing brand visibility across multiple platforms. My creativity, strategic mindset, and data-driven approach fuel my success, ensuring exceptional results and unparalleled client satisfaction. Let's elevate your brand's digital presence together!

## EMPLOYMENT HISTORY

Sep 2020	Social Media Manager, Sapphire Cosmetology	Lagos
	<ul style="list-style-type: none"><li>I achieved increase click-through rates by 100% and reduce cost-per-click by 60 % through creating and optimizing ads campaign.</li><li>Coordinate with designers, writers, and other stakeholders to develop creative content</li><li>Managed and monitored social media accounts to ensure a positive brand image and respond to customer inquiries</li><li>Utilized insights to develop targeted campaigns that increased conversions by X%</li><li>Monitored key metrics and performance to identify trends and opportunities for improvement</li></ul>	
Jun 2022	Freelance Social Media Marketer, Prophet Joshua Ishola Funsho	Ogun, Nigeria
	<ul style="list-style-type: none"><li>Analyzed media coverage and social media analytics to measure the success of campaigns and adjust strategies accordingly</li><li>I managed the ministry's social media accounts, increasing followers by 200% and engagement by 90%</li><li>I developed and manage a social media strategy that increased engagement with the target audience by 70%</li><li>I developed and implement a social media campaign that gave the ministry more visibility and audience reaches.</li></ul>	
Apr 2023	Freelance Social Media Manager, GND Logistics	Lagos
	<ul style="list-style-type: none"><li>Adapt design concepts to different media formats, including web, social media, print, and video</li><li>Develop and maintain a comprehensive web presence through website and social media page management</li><li>Develop and manage a social media strategy that increased engagement with the target audience by 90%</li><li>I create effective social media campaigns that gives the brand more visibility and audience reaches to achieve more clients.</li></ul>	

## EDUCATION

Bachelor of Engineering, Federal University of Technology, Owerri

Owerri

## SKILLS

Creativity	Social Media Management
Problem Solving	Content marketing
Sales	Targeting audiences online for brands
Team building	Graphic Designing
Decision making	

## LANGUAGES

English                      Highly proficient

## REFERENCES

Nwafor Uzoamaka Joan from Sapphire Cosmetology  
sapphirecosmetology6@gmail.com · +2349033788228

Joshua Ishola Funsho from AGBANILAGBATAN MOUNT MINISTRY  
joshuaoluwafunsho@gmail.com · +2347034210289

Mr Mayowa from GND Logistics  
+2348186817336