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## Objective:

Highly skilled and versatile Digital Creator with expertise in social media management, content creation, and front-end development. Committed to leveraging my combined skill set to drive brand growth, engage audiences, and create captivating digital experiences. Seeking a challenging position where I can apply my strategic social media management, creative content creation, and business branding skills to contribute to the success of a dynamic organization.

## Education:

Fundamentals of digital marketing (Google Digital Skills For Africa)

UX Design Certificate (On Coursera)

G.C.E Advanced Level 2021/2022

Bachelor in Software engineering - Ongoing

## Skills:

**Social media management:** Proficient in managing various social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube) to enhance brand visibility, engage audiences, and drive traffic.

**Content creation:** Expertise in creating compelling and visually appealing content, including images, videos, infographics, and written copy, to effectively communicate brand messages and engage target audiences.

**Social media strategy:** Skilled in developing and implementing comprehensive social media strategies, including content planning, audience targeting, campaign execution, and

performance analysis.

**Community management:** As an expert Youtuber I monitor and respond to user comments, messages, and reviews, maintaining a positive brand image, and fostering customer engagement and loyalty.

**Analytics and reporting:** As an expert Youtuber I am Proficient in utilizing social media analytics tools to track and measure the performance of campaigns, identify trends, and provide data-driven insights and recommendations for optimization.

**Graphic design:** Knowledge of graphic design principles and proficiency in tools such as Adobe Photoshop, Canva, or Illustrator to create visually appealing and branded social media content.

## **Professional Experience:**

### **Social Media Manager | IcodeEdu | Feb - April 2023**

Developed and executed social media strategies to increase brand awareness, drive website traffic, and generate leads.

Created and managed content calendars, ensuring consistent and engaging posts across various social media platforms.

Monitored and analyzed social media performance metrics, making data-driven recommendations for optimizing content and campaigns.

Engaged with followers, responded to comments and messages, and built a strong online community.

Collaborated with cross-functional teams, including marketing, design, and sales, to align social media efforts with overall brand objectives.

### **Content Creator | Doubletikk Youtube Channel | 2019 - Date**

Produced high-quality and engaging youtube videos, including blog articles, social media posts, videos, and infographics.

Conducted research to identify relevant topics and trends, ensuring content resonated with the target audience.

Managed and grew the channel, increasing subscribers, engagement, and brand visibility.

Monitored content performance and made data-driven optimizations to improve reach and engagement.

### **Freelance Social Media Manager | JaseNomade TV | 2023**

Managed social media accounts for multiple clients like JaseNomade tv, developing and implementing customized social media strategies.

Created and curated content for Youtube and Facebook growing the channel to 700+ Subscribers

Monitored and reported on social media performance, providing clients with insights and recommendations for improvement.

Engaged with followers, responded to comments and messages, and built online communities for clients.