

Professional Summary

Creative and results-driven Social Media Manager with 2 years of experience managing content, strategy, and engagement across Instagram, Facebook, TikTok, and LinkedIn. Skilled in video editing, content scheduling, and community building. Passionate about helping brands connect with their audience through authentic digital storytelling.

Skills

Technical Skills:

- Social Media Strategy
- Content Creation (Reels, Carousels, Stories)
- Hashtag & Trend Research
- Scheduling Tools (Meta Business Suite, Buffer, Later)
- Community Engagement
- Paid Ads (Facebook, Instagram, TikTok)
- Basic Graphic Design (Canva, Adobe Express)
- Video Editing (CapCut, InShot)
- Analytics & Reporting

Soft Skills:

- Creative Thinking
 - Time Management
 - Communication
 - Adaptability
 - Problem-Solving
 - Team Collaboration
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Work Experience

Content Creator (Freelance)

- Designed social media posts and reels for small businesses
- Created branded templates and content calendars using Canva
- Scheduled posts using Scheduling tools (Meta Business Suite, Metricool, Hoot Suite, and etc..)
- Managed Facebook and IG inbox, comments, and community messages
- Analyzed monthly performance using Meta Insights and adjusted content accordingly