

DERRICK ODHIAMBO

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 Kenya

PROFESSIONAL SUMMARY

I'm a Creative and data-driven Social Media Manager with hands-on experience helping influencers grow their online presence through engaging content creation, video editing, and strategic audience targeting. I'm Skilled in managing TikTok, Instagram, and Facebook accounts, increasing follower engagement, and developing content that aligns with brand identity. I'm Passionate about social media trends, storytelling, and helping brands connect authentically with their audience.

CORE SKILLS

- Social Media Strategy & Planning
- TikTok, Instagram & Facebook Management
- Content Creation & Editing
- Trend Analysis & Audience Insights
- Short-form Video Editing
- Copywriting & Caption Writing
- Community Engagement
- Analytics & Reporting

PROFESSIONAL EXPERIENCE

Freelance Social Media Content Creator & Manager

2022 – Present

- Helped influencers grow their online presence by creating and editing high-performing TikTok, IG Reels, and Facebook content.
- Increased follower engagement through optimized posting schedules and trend-based content strategies.
- Developed captions, hashtags, and content calendars tailored to each client's target audience.
- Monitored analytics to understand audience behavior and improve content performance.
- Collaborated with clients to refine brand voice and visual identity.

EDUCATION

Manhaim University

Certification social media marketing, digital marketing, analytic, content creation and management

Sample projects

- **TikTok Growth Project:** Managed an influencer's TikTok page, increasing followers by creating 3–5 weekly trend-based videos.

- **Instagram Brand Revamp:** Redesigned feed layout, improved visual consistency, and elevated engagement rates.
- **Facebook Community Boost:** Developed interactive posts that increased comments and shares within one month.

ADDITIONAL SKILLS

- Canva & CapCut Editing
- Basic Graphic Design
- Hashtag Optimization
- Social Listening
- Team Collaboration