



MARK JUNIOR

PROFESSIONAL SOCIAL MEDIA MANAGER

CONTACT

+256-785-546-219

markdaniel83411@gmail.com

REMOTE

<https://markjr69.github.io/>

SKILLS

- Platform Management
- Paid Advertising (Meta Ads)
- Content Creation & Video Editing
- Analytics & Performance Tracking
- Community Engagement
- Social media strategy & campaign planning
- Copywriting
- Trendspotting Tactics

LANGUAGES

- English (Native/bilingual)

REFERENCE

Geri Beth

Connecticut USA

Email : Gerit2025@gmail.com



PROFILE

I am a results driven social media manager with a strong background in digital marketing I help brands grow through strategic content, platform-specific growth tactics, and data-led decision making. Skilled at crafting viral content, increasing engagement, and turning followers into paying customers.

WORK EXPERIENCE



STANBIC BANK

Social Media Marketer

2021-2024

- Increased social media following of Stanbic Bank by 200% in 4 months through organic content, reels, influencer outreach, and community engagement
- Managed paid social ad campaigns promoting Stanbic's products (e.g. FlexiPay, salary loans) and increasing lead inquiries.

UPWORK AND FIVERR FREELANCER

Social Media Manager & Specialist

2021 - PRESENT

- Delivered 70+ projects with a 5-star rating and 100% success score in social media management (facebook, instagram, tiktok, linked in)
- Created high-converting content calendars, captions, and engagement strategies tailored to each platform's algorithm.
- Specialized in trendspotting, audience targeting, and storytelling strategies tailored to each brand voice.

BEAUTY SKINCARE

Social Media Specialist

2024 - PRESENT

- Grew the Instagram page from 1,200 to 9,000+ followers in 6 months by leveraging trending audio, reels, and influencer collaborations.
- Created and executed a content calendar focused on skincare education, user testimonials, and product benefits across Instagram, TikTok, and Facebook.



EDUCATION

UNIVERSITY OF BERKELEY, CALIFORNIA

Bachelor of Marketing & PR

2014 - 2019

GPA: 3.8 / 4.0