

Olsen Fischer

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Portfolio [Link](#).

PROFESSIONAL SUMMARY

Mission-driven **Social Media Manager** with 3+ years of experience leading social strategy, content execution, and audience growth for impact-focused organizations. Proven ability to translate complex programs, data, and research into clear, engaging, and human social content that builds trust, credibility, and action. Experienced managing multi-platform ecosystems, collaborating across communications, research, and program teams, and using data to guide experimentation and optimization. Deeply aligned with social impact, equity, and poverty reduction work.

PROFESSIONAL EXPERIENCE

Communications Lead

Learning Lions | Contract | 2022 – 2024

- Led social media strategy and execution across Instagram, Facebook, TikTok, LinkedIn, and X for an international nonprofit working in remote communities.
- Built and maintained a consistent content system balancing **human stories, program impact, education, and credibility**.
- Translated complex training programs, outcomes, and community data into accessible, engaging social content.
- Collaborated closely with program teams, leadership, volunteers, and external partners to surface stories worth sharing.
- Managed publishing cadence, platform optimization, and community engagement, responding to inquiries and monitoring sentiment.
- Produced short-form videos, visual posts, success stories, and campaign content optimized for platform algorithms.
- Supported giving and partnership campaigns by aligning messaging across platforms.
- Tracked performance metrics (reach, engagement, follower growth) and produced monthly reports with insights and recommendations.
- Maintained brand voice and messaging consistency while adapting tone for different platforms and audiences

Social Media Manager

Rural Employment Services | Jan 2024 – May 2025

- Owned day-to-day social media execution across Instagram, TikTok, Facebook, LinkedIn, Pinterest, and X.
- Planned, created, and published educational, storytelling, and trend-based content to grow reach and

engagement.

- Used analytics tools to evaluate performance and inform content iteration and experimentation.
- Managed multiple workstreams simultaneously, prioritizing deadlines and platform needs.
- Collaborated with internal stakeholders to support campaigns, announcements, and program launches.
- Leveraged AI tools (ChatGPT, Gemini, Grok, DALL-E, Opus Clip) to improve speed, ideation, and creative testing

KEY SKILLS

- Social Media Strategy & Brand Building
- Multi-Platform Management (LinkedIn, X, Instagram, TikTok, Facebook, Reddit)
- Content Creation (Posts, Reels, Short Videos, Captions)
- Canva Graphic Design & Brand Consistency
- WordPress Website Design & Management
- Analytics, KPIs & Performance Optimization
- Content Playbooks & Editorial Calendars
- Digital Analytics & Performance Reporting
- AI Tools for Digital Marketing & Content Creation
- Motion Graphics & Visual Storytelling
- Copywriting & Storytelling
- Social Media Ad Creation
- Scripting & Storyboarding
- AI Video Production & Editing

TOOLS & TECHNOLOGIES

- **Video & Design:** Canva, CapCut, Adobe Spark
- **Social Media & Scheduling:** Buffer, Hootsuite, Meta Business Suite
- **Analytics:** Google Analytics, Meta Insights
- **Web & CMS:** WordPress
- **Project Management:** Trello, Notion
- **AI Tools:** ChatGPT, Grok, Gemini, DALL-E, Opus Clip
- **Analytics & Optimization:** Meta Business Suite, Google Analytics

EDUCATION & CERTIFICATIONS

Learning Lions – Diploma

Digital Literacy & IT | 2021 – 2024

ALX Africa – Certificate

Virtual Assistance & Social Media Management | 2024

Coursera – Certificates

Social Media Marketing & Project Management | 2023 – 2024

Futura Solutions – Diploma

Full Stack Software Development | 2023 – 2025

LANGUAGES

- English
- Swahili