

# Olsen Fischer

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Portfolio [Link](#).

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## 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

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## LANGUAGES

- English
- Swahili