

Olsen Fischer

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SUMMARY

I am a creative and results-driven Social Media Manager with 3 + years of experience in managing, creating, and executing social media strategies across various platforms such as TikTok, LinkedIn, and X. I am skilled in content creation, community engagement, and social media scheduling. Good at leveraging AI tools, video editing, and analytics to enhance brand visibility and engagement. I am Passionate about staying updated with social media trends and ensuring flawless execution of digital marketing strategies.

EXPERIENCE

Communication/ Marketing Lead | *Learning Lions*

Freelance | 2022 - 2024

Created and scheduled engaging posts, stories, and reels optimized for different social media platforms.

Monitored and engaged with followers by responding to comments and direct messages.

I collaborated with a graphic designer to create visually appealing posts for marketing assets.

Managed administrative tasks, scheduling, and documentation for seamless operations.

Used project management tools like Trello and Notion for team coordination and workflow management with my team

Executed content strategies tailored to Meta, TikTok, Snapchat, and Reddit, increasing brand visibility and nurturing vibrant online communities.

Managed influencer marketing campaigns by coordinating 20+ product collaborations monthly, resulting in measurable traffic and engagement growth.

Developed tailored strategies for USA and German-based audiences, adapting tone, style, and posting schedules to align with market trends

SKILLS

Social Media Management & Strategy

Content Creation & Scheduling

Copywriting & Brand Voice Optimization

Short-Form Video Editing (Reels/TikTok/Snapchat)

Community Engagement & Moderation

Trend Analysis & Algorithm Adaptation

Social Media Automation & Analytics

Graphic Design & Visual Content

Project & Team Coordination

AI-powered content Ideation

Data-Driven Social Media Optimization

SOFT SKILLS

Problem-Solving

Communication

Collaboration

Attention to detail

Time Management

Excellent with written and

Social media manager | Rural Employment Services

JAN 2018 - MAY 2020

Managed and executed social media content across Instagram, TikTok, Facebook, Pinterest, LinkedIn, and X.

Used AI tools like ChatGPT, Grok, Gemini, DALL-E, and Opus Clip, among others, to generate content ideas and refine brand messaging.

Monitored and engaged with followers by responding to comments and direct messages.

Edited short-form video content using CapCut and similar editing tools.

Stayed updated on social media trends, algorithm updates, and viral content formats.

Managed multiple client accounts with unique voices and audience engagement strategies.

Integrated trend-based storytelling into content, boosting post reach and interaction rates.

Designed and executed campaigns leveraging visuals, short-form videos, and AI-assisted creatives.

verbal communication

AWARDS

Kenya Certificate Of Primary Education (KCPE) - 2011

Kenya Certificate Of Secondary Education(KCSE)-2017

Software Development - to date

Virtual assistant - 2024

Social Media Management & Marketing

LANGUAGES

Luo, Swahili, English

Tools and Technologies

Social Media Management: Buffer, Hootsuite.

Content Creation: Canva, CapCut, Adobe Spark, Opus Clip

Analytics & Performance Tracking: Meta Business Suite, Google Analytics

Project & Task Management: Trello, Notion

AI Tools: ChatGPT, Grok AI, Canva for content planning and ideation

Community Engagement: Sprout Social, Facebook Business Manager

Telegram & Remote Team Communication

EDUCATION

Alex | Certificate

Aug, 2022

Virtual Assistance & Social Media Management

AI & Prompt Engineering

Coursera | Certificate

Jan 2023 to date

Social Media marketing and Project management

Learning Lions | Diploma

Jan 2021 to 2024

Web development and Digital literacy

Futura Solution| Diploma

April 2024 to date

Software development - Full stack