[9/3, 9:05 AM] Abigail New: Social Media Marketing Strategist

About Me

I'm Abigail Igberaese, an enthusiastic Social Media Marketing Specialist passionate about helping startups and small businesses grow their online presence and double sales with strategy, creativity, and consistency.

With experience spanning social media management, SEO, advertising, and content writing, I understand what it takes to attract, engage, and convert the right audience. My goal is not just to grow numbers but to build meaningful digital communities and strong brand identities that drive results.

Educational background

B.Sc. Marketing from the University of Benin

Certifications

Social Media Marketing and SEO certification from Udemy

Social Media Management certification from Afriment [9/3, 9:13 AM] Abigail New: V Personal Brand Visibility

Optimized my own LinkedIn profile with strategic keywords, consistently appearing in searches and boosting visibility within my target niche.

(Image)

[9/3, 9:23 AM] Abigail New: 🔽 Mock Instagram Project – Hair Growth Brand

Designed a branded Instagram feed mockup demonstrating how I would grow awareness, increase followers, and drive conversions through content strategy, engagement, and ad targeting.

(Image)

[9/3, 9:25 AM] Abigail New: Strategy

- Consistent Visuals A clean, cohesive layout to reflect brand identity and build trust.
- Content Variety Mix of educational tips, product showcases, testimonials, quotes, and behind-the-scenes.
- Audience-Centric Tailored to natural hair lovers and women looking for hair growth solutions.
- Goal-Driven Designed to attract, engage, and convert through value and authenticity. [9/3, 9:26 AM] Abigail New: Testimonials

CEO, Afriment (Mr Daniel Ayeni)

Abigail brought fresh creativity and strategy to Afriment's LinkedIn presence. During her time with us, she consistently delivered quality content, drove engagement, and paid close attention to analytics. She is hardworking, resourceful, and a true team player. I strongly recommend her for any social media management role.

Ass Head of Marketing, Edo Broadcasting Service (Mrs. Okudaye)

Abigail's attitude to work was remarkable. She was proactive, professional, and always eager to learn. From creating compelling advertising copy to connecting with businesses, she added real value to our marketing team. Any organization would be lucky to have her.

Contact

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[9/3, 6:49 PM] Abigail New: Services I Offer

- * Social Media Management (Instagram, LinkedIn, Facebook, TikTok)
- * SEO (On-page optimization, keyword strategy, analytics)
- * Content Writing & Copywriting
- * Facebook & Instagram Ads Management
- * Community Management
- * Strategy Development & Social Media Audits
- * Canva Designs

Skills & Tools

Skills:

Hard skills: Social Media Management, Content Writing, SEO, Community Engagement, Ad Management, Analytics & Reporting.

Soft skills: Good Communication, Time Management, Attention to detail, teamwork, Creativity, and strategic thinking.

Tools: Canva, Meta Business Suite, Pinterest, Buffer, Hootsuite, and Google Analytics.

Experience

Community Manager – Bossa Academy (Present)

- * Building and engaging an active online community for young individuals learning digital skills.
- * Moderating discussions, responding to inquiries, and ensuring a supportive learning environment.
- * Organizing events and initiatives that drive community participation.

Social Media Management Intern – Afriment

- * Managed and created engaging content for Afriment's LinkedIn account.
- * Monitored analytics to track performance and improve engagement.
- * Designed appealing visuals using canva.
- * Achieved an over 100% increase in engagement and grew LinkedIn impressions and followers.

Volunteer Social Media Manager - Gracious Digital Growth Agency

- * Created and scheduled content calendars for Instagram.
- * Engaged with audiences to increase interaction.
- * Supported growth initiatives for client accounts.

Marketing Intern - Edo Broadcasting Service

- * Marketed organizational services to businesses.
- * Wrote advertising copy for campaigns.
- * Assisted in marketing research and strategy development.

Results

Afriment LinkedIn Growth

My impact brought an increase in engagement by over 100%, boosted impressions by over 200%, and contributed to follower growth of about 100% during my internship.

Image

[9/3, 6:50 PM] Abigail New: This side then add the image below to this side