

JANET OJO

Social Media Manager

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PROFESSIONAL SUMMARY

Creative and result-driven Social Media Manager with experience in content creation, audience engagement, digital communication, and brand growth across media, fashion, and logistics industries. Skilled in developing Social media strategies, managing online communities, creating engaging campaigns, and analyzing performance metrics to increase visibility and customer engagement. Passionate about storytelling, digital trends, and building strong online brand presence.

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA & COMMUNICATION ASSOCIATE

TVC Communications

Aug 2024- Feb 2026

- Managed and Monitored social media platforms to increase audience engagement and online visibility
- Created engaging content for promotional Campaigns, news updates, and audience interaction.
- Responded to customer inquiries and maintained positive online communication with viewers and followers.
- Assisted in developing communication strategies to improve audience reach and engagement.
- Collaborated with media and marketing teams to ensure consistent brand messaging across digital platforms.

SOCIAL MEDIA MANAGER AT CURA WEARS COMPANY

Dec 2022 – Jan 2024

- Managed Instagram, Tiktok, and Facebook pages for the Fashion Brand.
- Created fashion-related Content that improved customer engagement and brand awareness.
- Developed Promotional campaigns that increase online sales and customer interaction.
- Planned and scheduled social media posts to maintain consistent online presence.

- Engaged with customers online, responding to enquiries and building customer relationships.

DIGITAL SUPPORT REPRESENTATIVE

Nov 2019 – Jan 2021

- Managed customer interactions and online communication across digital platforms.
- Assisted in promoting logistics services through social media and digital communication.
- Helped maintain customer satisfaction by resolving complaints and enquiries promptly.
- Supported digital campaigns aimed at increasing brand awareness and customer trust.
- Worked closely with teams to improve communication and customer experience

SKILLS

- Social Media Management
- Content Creation & strategy
- Digital Marketing
- Community Management
- Customer Engagement
- Brand Promotion
- Canva & Basic Graphics Design
- Instagram, Tiktok, Facebook Management
- Communication & Team Collaboration
- Trend Research & Campaign Planning

EDUCATION

Cross River University of Technology

BSc in Mass Communication 2017

CERTIFICATIONS

- Emotional intelligence with peak Performer.
- Customer Service Representative with Darkins.
- National Youth Service Corp (NYSC).