

PECULIAR OMA NWACHUKWU

SOCIAL MEDIA & COMMUNITY MANAGER

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STRENGTH AND EXPERTISE

Team Leadership	Project Management	Creative Thinking
Effective Communication	Team Leadership	Storytelling
	Collaboration	Versatile

PROFESSIONAL SUMMARY

Innovative and impact-driven Social Media & Community Manager with 3+ years of hands-on experience creating and executing compelling content strategies, managing large online communities, and driving brand visibility. Skilled at using data insights to fuel audience growth and engagement across WhatsApp, Instagram, Facebook, and LinkedIn. Known for increasing social media engagement by up to 80%, driving community expansion, and achieving high ROI through accountability systems and structured content calendars. Committed to scaling digital presence, growing online brands, and building communities that convert.

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MANAGER
BRANDOXEL

Remote, Nigeria
SEP 2023 – DEC 2024

- Designed and implemented social media strategies that led to a 30% increase in organic followers across Instagram and LinkedIn.
- Boosted brand engagement by 25% by producing high-performing visual content, carousel posts, reels, and interactive stories.
- Maintained a consistent posting schedule using a 30-day content calendar, which improved post reach and follower retention.
- Conducted competitor research and content audits to refine brand messaging and improve brand differentiation.

SOCIAL MEDIA & ACCOUNTABILITY MANAGER
THE BILLIONAIRE CLUB

Remote, Nigeria
FEB 2024 – JAN 2025

- Increased daily engagement and action-taking by 20% through consistent accountability messages and task-based content.
- Oversaw the planning, content creation, and promotion of online events and challenge weeks that encouraged task completion and personal development.
- Collaborated with team leads to track member progress and created weekly performance reports to monitor community health.
- Designed community engagement series which led to higher member retention and re-subscription.

SOCIAL MEDIA MANAGER
THEMILLIPORTERMAKER BRAND

Remote, Nigeria
SEP 2023 – JAN 2025

- Reinforced brand visibility through customized Instagram stories, WhatsApp status campaigns, and structured daily content that boosted post views and clicks.
- Promoted timely task completion by sending daily motivational posts and conducting member polls that resulted in a 20% increase in content interaction.
- Developed digital resource guides and carousel infographics to educate the audience, increasing profile saves and shares by 35%.
- Coordinated with the brand founder to prioritize campaigns and automate processes, allowing for smoother weekly planning and launches.

COMMUNITY / SOCIAL MEDIA MANAGER
PORTERS CLAN

Remote, Nigeria
OCT 2024– MAR 2025

- Orchestrated impactful online and offline community events with over 1,000 attendees, contributing to increased member loyalty and active participation.
- Initiated daily broadcasts and content series tailored to productivity, career, and faith leading to a 20% boost in interaction and response rates.
- Created and maintained an accountability framework that kept members aligned with their goals and fostered a strong sense of belonging.

COMMUNITY MANAGER
THE PECULIAR NATION

Remote, Nigeria
JAN 2024– JAN 2025

- Supercharged engagement by 80% through daily curated WhatsApp status updates including reels, text posts, and voice notes.
- Spearheaded weekly prayer meetings and leadership anchoring sessions with 100+ consistent participants, fostering a spiritually vibrant community.
- Launched onboarding systems and weekly evaluations that led to a 10% increase in new registrations and stronger community alignment.

COMMUNITY /SOCIAL MEDIA MANAGER
FUTURE FRONTIERS

Remote, Nigeria
JAN 2022– APR 2023

- Led community-building efforts that grew engagement by 30%, using interactive sessions, peer-to-peer recognition, and themed community days.
- Collaborated with fellow leaders to plan content calendars and engagement activities, ensuring high participation rates for all programs.
- Provided one-on-one support and hosted virtual help desks to improve satisfaction, leading to a 5% uptick in overall member retention.

EDUCATION / CERTIFICATE

Union Secondary School, Anambra State West African Examination Certificate	2015 - 2020
Cloudd Academy Social Media Management Certificate	July 2024
Audience Building Acceleration Leadership & Audience Growth Certificate	February 2020
Humanology 1.0 Community Management & Human Systems Certificate	August - 2023
Content Creation Tool Box Course Social Media Mangement, Content Creation, Content Writing and Video Editing Certificate	September - 2024
	November - 2024

TECHNICAL SKILLS & TOOLS

Canva | Notion | Google Drive | Instagram Insights | Trello | WhatsApp| CapCut | LinkedIn Analytics | ChatGPT for Content Ideas