

HAMZAT WALIYAT OMOTOLANI

(Social Media Strategists)

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PROFESSIONAL SUMMARY

Creative and results-driven Social Media Manager with a passion for helping brands grow through strategic content creation and trend-focused marketing. Skilled in TikTok, Instagram, and Facebook growth, content planning, and analytics. Adept at turning engagement into sales and building strong online communities.”

KEY SKILLS

- Content Creation (TikTok, Instagram, Facebook)
- Social Media Strategy & Planning
- Copywriting & Storytelling
- Video Editing & Reels Creation
- Hashtag & SEO Optimization
- Analytics & Insights Tracking
- Trend Research
- Campaign Management

PROFESSIONAL EXPERIENCE

Social Media intern

November 2024- July 2025

Prime Socials (SMM Agency)

- Assisted in creating and scheduling content for Instagram, TikTok, and Facebook.
- Researched trending topics and hashtags to increase reach and engagement.
- Helped manage client accounts, responding to comments and messages promptly.
- Contributed to campaign reports by tracking engagement metrics and insights.

KEY ACHIEVEMENT

- Contributed to a 30% increase in engagement rate by implementing trending sounds, hashtags, and interactive content.
- Collaborated with the social media manager to plan and execute a monthly content calendar, reducing delays and improving workflow efficiency

EDUCATION

Diploma in Paramedic Technology

- Ogun State Polytechnic of Health and Allied Science (OSPOHAS)
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REFERENCES

Available upon request